

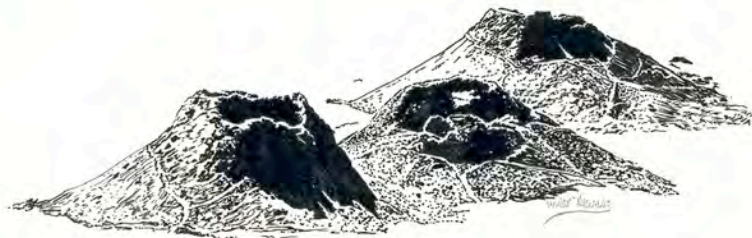


**Social Science Program
National Park Service
U.S. Department of the Interior**

Visitor Services Project



**Bureau of Land Management
U.S. Department of the Interior**



Craters of the Moon National Monument and Preserve Visitor Study

Summer 2004
Report 155



University of Idaho

Park Studies Unit



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Craters of the Moon National Monument and Preserve Visitor Study

Summer 2004

Margaret A. Littlejohn
Gail A. Vander Stoep
Steven J. Hollenhorst

**Visitor Services Project
Report 155**

February 2005

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Visitor Services Project
Craters of the Moon National Monument and Preserve
Report Summary

- This report describes the results of a visitor study at Craters of the Moon National Monument and Preserve (NM & PRES) during July 10-17, 2004. A total of 512 questionnaires was distributed to visitor groups. Visitor groups returned 426 questionnaires for an 83% response rate.
- This report profiles Craters of the Moon NM & PRES visitors. A separate appendix contains visitor comments about their visit. This report and the appendix include summaries of those comments.
- Forty-seven percent of visitor groups had two people and 31% had three or four people. Most visitor groups (70%) were family groups. Forty-five percent of visitors were ages 41-65 years and 24% were ages 15 years or younger.
- International visitors, comprising 7% of the total visitation, were from Canada (27%), Germany (20%), Holland (17%), and 14 other countries. United States visitors were from California (20%), Idaho (13%), Washington (9%), 41 other states, and Washington D.C.
- Most visitors (78%) were visiting the park for the first time in their lifetime. The most common activities in which visitors participated were taking a scenic drive/sightseeing only (90%) and reading/viewing visitor center museum exhibits (81%).
- Prior to this visit, visitor groups most often obtained information about Craters of the Moon NM & PRES from maps/brochures (51%), travel guides/tour books/publications (36%), friends/relatives/word of mouth (33%), and previous visits (28%). Sixteen percent of visitor groups received no information before their visit. For future visits, 68% of visitors would prefer to use the NPS website for Craters of the Moon as their source of information.
- Forty-one percent of groups stayed overnight away from home in the park or in the area within a 1-hour drive of the park. Of visitors staying in the park, 74% stayed one night; of those staying outside the park, 65% stayed one night. The most common types of lodging used: in the park—RV/trailer camping (64%) and outside the park—lodge/motel/cabin (59%).
- The average visitor group expenditure in and outside the park (within 50 miles of the park) was \$118. The average per capita expenditure was \$38. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$50.
- Visitors were asked to rate the importance and quality of park services and facilities that they used. It is important to note the number of visitor groups that responded to each question. The most used visitor services/facilities by the 400 respondents included the monument brochure/map (87%), restrooms (82%), and visitor center exhibits (82%). The visitor services/facilities that received the highest “extremely important” and “very important” ratings included trails (95%, N=225), campground (94%, N=52), and restrooms (92%, N=311). Assistance from park staff (94%, N=116) and trails (89%, N=221) were the services that received the highest “very good” and “good” quality ratings.
- Most visitor groups (94%) rated the overall quality of visitor services at Craters of the Moon NM & PRES as “very good” or “good.” No visitor groups rated the overall quality of visitor services as “very poor” or “poor.”

For more information about the Visitor Services Project, please visit the University of Idaho
Park Studies Unit website: <http://www.psu.uidaho.edu>

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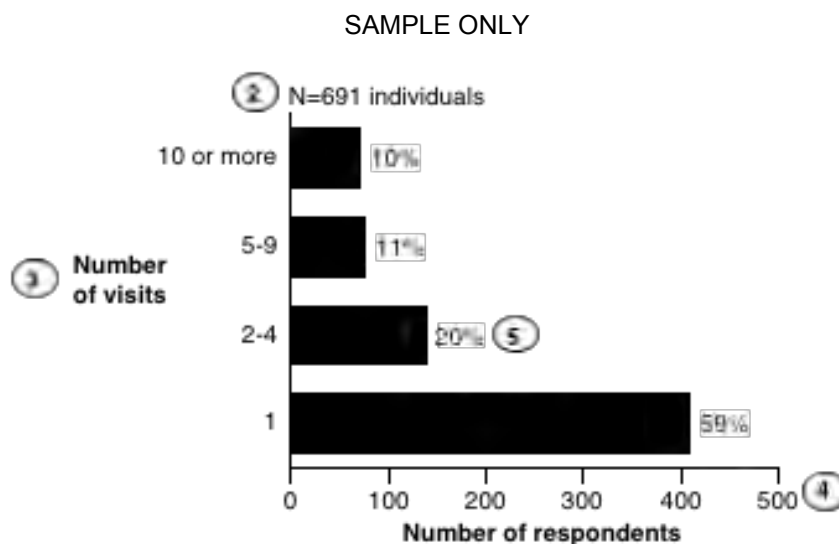
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INTRODUCTION

This report describes the results of a visitor study at Craters of the Moon National Monument and Preserve (NM & PRES). This visitor study was conducted from July 10-17, 2004 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of visitor groups or individuals responding to the question. Interpret data with an "N" of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). The Craters of the Moon NM & PRES questionnaire was developed at a workshop held with park and Bureau of Land Management (BLM) staff and representatives from local communities (Arco, Carey, Mackay) to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks; others were customized for Craters of the Moon NM & PRES. Many questions asked visitors to choose answers from a list that was provided, often with an open-ended option, while others were completely open-ended.

Interviews were conducted, and 512 questionnaires were distributed to a sample of visitor groups who arrived at Craters of the Moon NM & PRES during the period from July 10-17, 2004. Questionnaires were distributed at the entrance station (93%) and the visitor center (7%).

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes was conducted to determine group size, group type, and the age of the adult who would complete the questionnaire. These individuals were then asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard. Visitor groups were given a questionnaire and asked to complete it after their visit and then return it by mail. The distributed questionnaires were pre-stamped and addressed.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who still had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Sampling size, missing data, and reporting items

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N") varies from figure to figure. For example, while Figure 1 shows information for 421 visitor groups, Figure 5 presents data for 1,238 individuals. A note above each graph or table specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although Craters of the Moon NM & PRES visitors returned 426 questionnaires, Figure 1 shows data for only 421 respondents.

Questions answered incorrectly due to carelessness, misunderstood directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 10-17, 2004. The results do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure, or table.

Special conditions

Weather conditions during the visitor study ranged from sunny and hot to cloudy and cool—typical summer weather for the Craters of the Moon NM & PRES area. These conditions may have affected the activities visitors participated in and their length of stay.

❶ The popular Spatter Cones area was closed for trail maintenance during the entire survey period. This closure likely caused the Big Craters/Spatter Cones area to drop in rank from the most popular area in the park in the previous VSP survey (1988) to the 5th most popular destination in this survey (p. 24). Just how 17% of the respondents claimed to have hiked on the Big Craters/Spatter Cones Trail remains something of a mystery since the parking lot was officially closed at the time.

❷ The park's Traveler Information Radio Station was not working properly during the survey, nor since, and will likely be deactivated. This explains 61% "very poor" rating on p. 58 for this service.

RESULTS

Visitor groups contacted

At Craters of the Moon NM & PRES, 521 visitor groups were contacted and 512 of these groups (98%) accepted questionnaires. Questionnaires were completed and returned by 426 visitor groups, resulting in an 83% response rate for this study.

Table 1 compares age and group size information collected from the total sample of participating visitors, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

**Table 1: Comparison of age and group size—
total sample of visitors vs. actual respondents**

Variable	Total sample		Actual respondents	
	N	Average	N	Average
Age of respondents	510	49.1	419	50.1
Group size	512	3.1	421	3.3

Demographics

Visitor group sizes, which ranged from one person to 30 people, are shown in Figure 1. Forty-seven percent of visitor groups consisted of two people, while another 31% of groups had three or four people.

Seventy percent of visitor groups were composed of family members only (see Figure 2). "Other" group types (3%) included boyfriend/girlfriend, elder hostel, teacher workshop and college group. One percent of visitors were with guided tour groups (see Figure 3). One percent of visitors were with an educational/school group (see Figure 4).

Forty-five percent of all visitors were in the 41-65 age groups and 24% were 15 years or younger (see Figure 5).

Visitor groups were asked if any group members had disabilities/impairments that limited their ability to visit/enjoy the park. Twelve percent of groups had at least one member with disabilities/impairments (see Figure 6). The most common types of disabilities/impairments were mobility (74%) and hearing (14%), as shown in Figure 7. "Other" disabilities included foot injury, breathing problems, and heat intolerance.

Most visitor groups (82%) did not encounter access/service problems in the park, however, 18% did have problems (see Figure 8). Problems included inability to access the caves, many trails not wheel chair accessible, lack of level ground, and lack of shade.

Visitors were asked to report the number of times they had visited Craters of the Moon NM & PRES, including the current visit, during the previous 12 months and their lifetime. Most visitors (98%) reported that this was their first time visiting Craters of the Moon NM & PRES during the previous 12 months (see Figure 9). During their lifetime, 78% of visitors had visited once (including this visit), while 23% had visited more than once (see Figure 10).

Seven percent of visitor groups were international, from Canada (27%), Germany (20%), Holland (17%), and 14 other countries (see Table 2).

The largest proportions of United States visitors were from California (20%), Idaho (13%), Washington (9%), and Oregon (6%), as shown in Map 1 and Table 3. Smaller proportions of U.S. visitors came from another 40 states and Washington D.C.

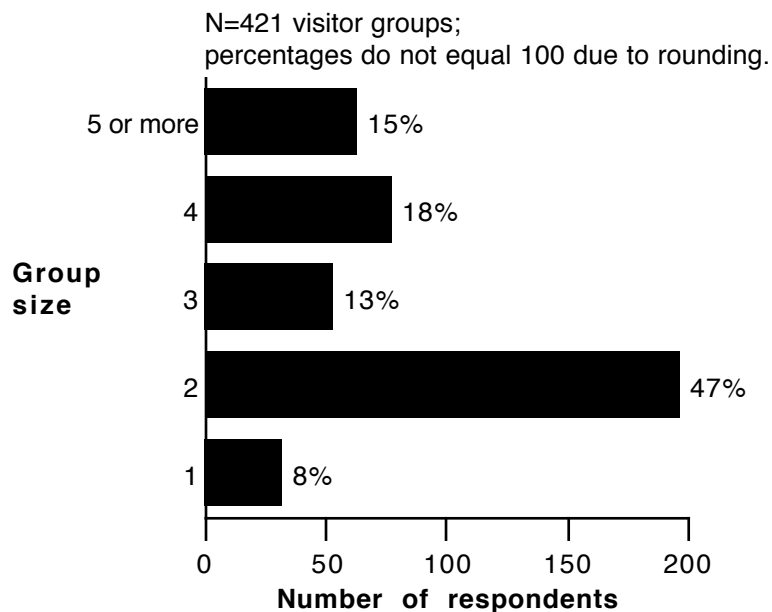


Figure 1: Visitor group sizes

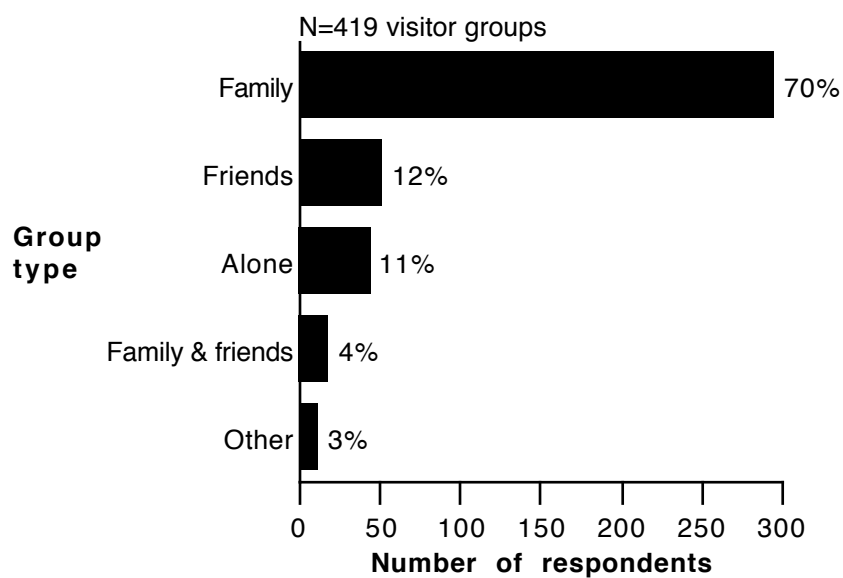


Figure 2: Visitor group types

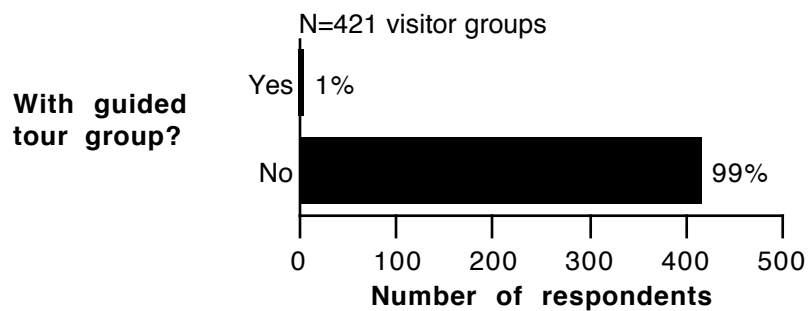


Figure 3: Visitors with guided tour groups

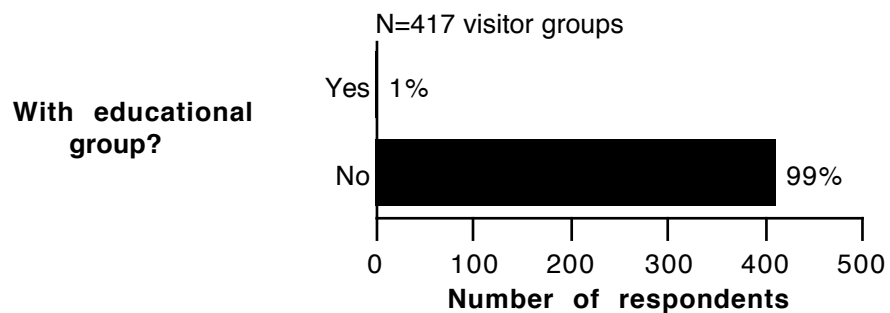


Figure 4: Visitors with educational/school groups

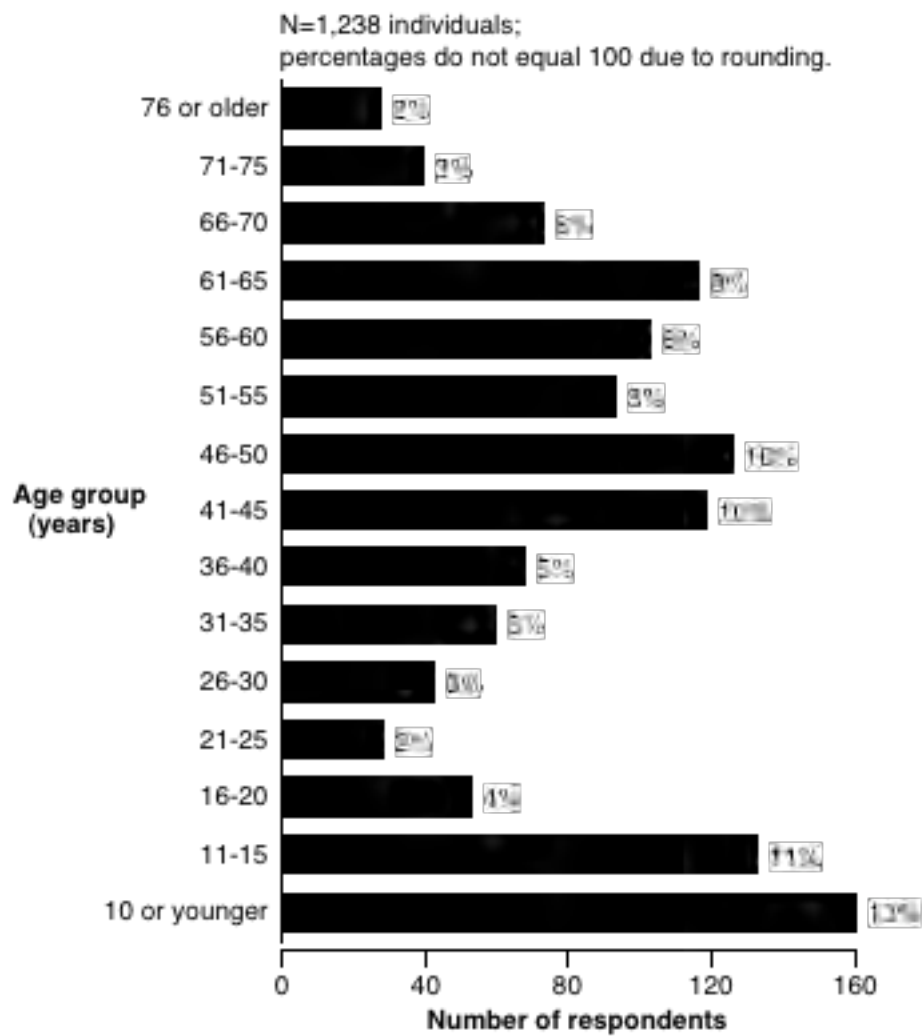


Figure 5: Visitors ages

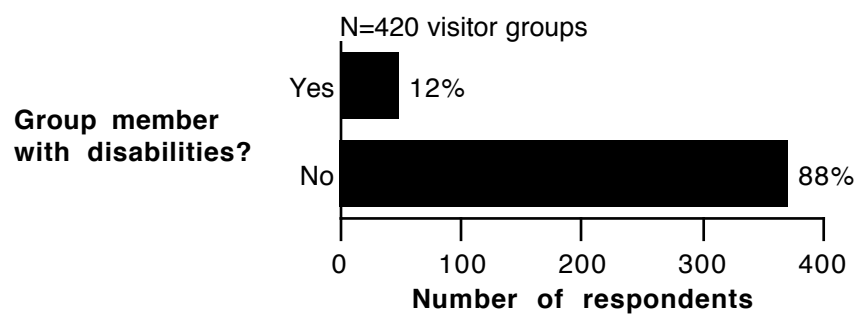


Figure 6: Visitor groups with disabilities/impairments

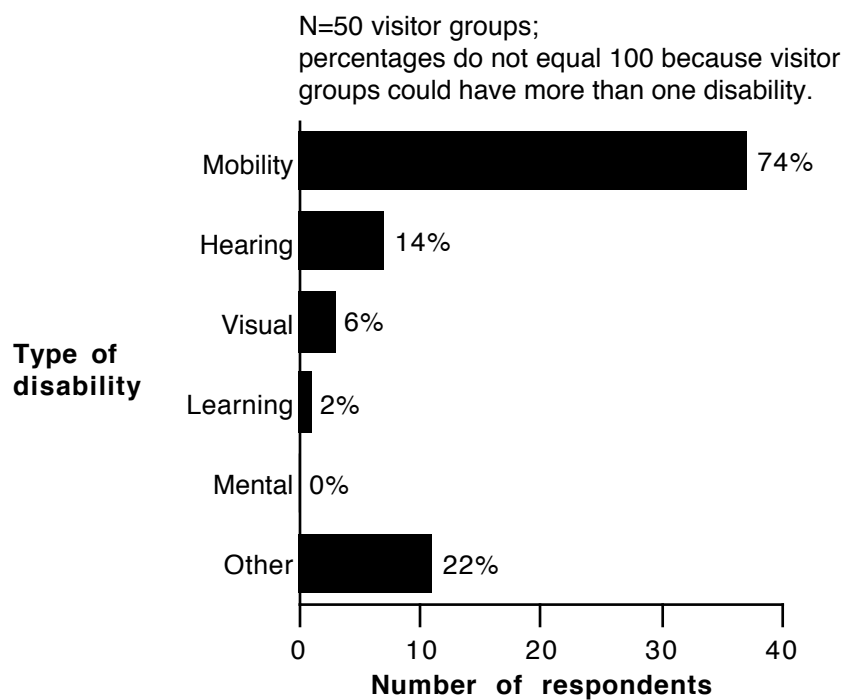


Figure 7: Types of disabilities

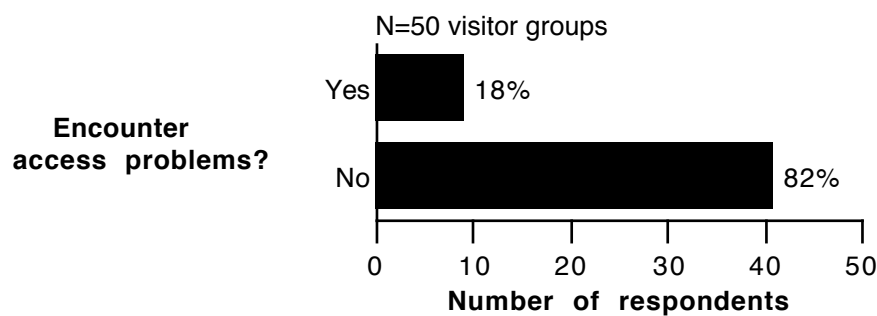


Figure 8: Encounter access/service problems in the park?

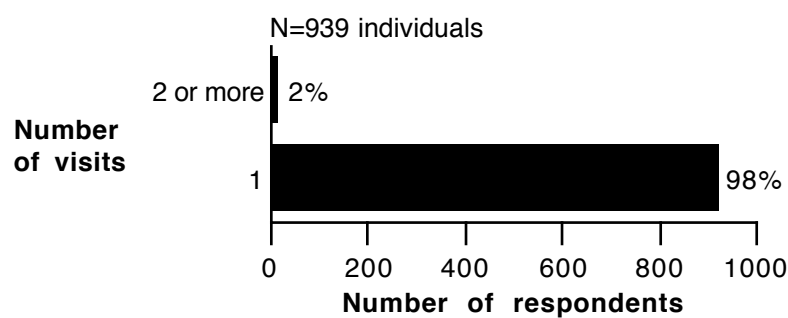


Figure 9: Number of visits to Craters of the Moon NM & PRES during previous 12 months (including this visit)

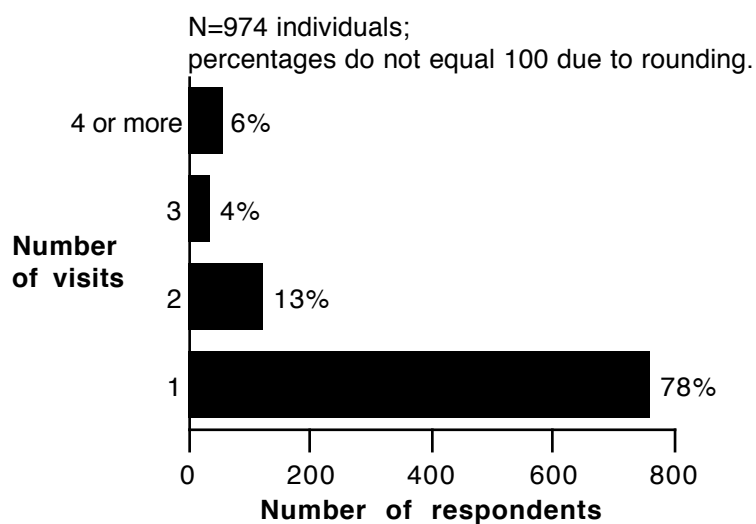
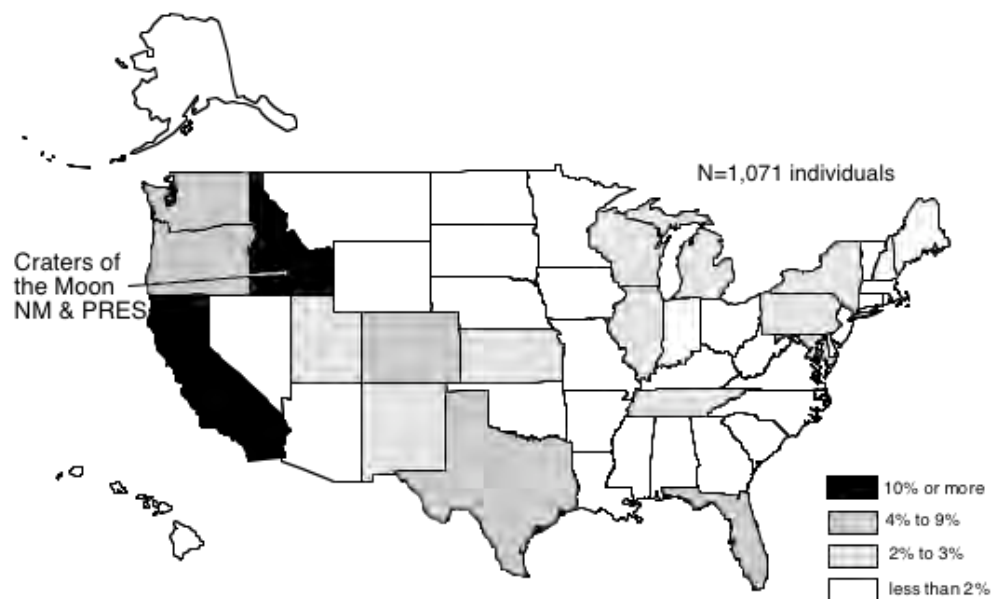


Figure 10: Number of visits to Craters of the Moon NM & PRES during visitor lifetime (including this visit)

Table 2: International visitors by country of residence

percentages may not equal 100 due to rounding.

Country	Number of individuals	Percent of international visitors N=86 individuals	Percent of total visitors N=1,157 individuals
Canada	23	27	2
Germany	17	20	1
Holland	15	17	1
England	6	7	1
France	5	6	<1
Finland	3	3	<1
Switzerland	3	3	<1
Australia	2	2	<1
Austria	2	2	<1
China	2	2	<1
Czech Republic	2	2	<1
Belgium	1	1	<1
Denmark	1	1	<1
Hong Kong	1	1	<1
India	1	1	<1
Japan	1	1	<1
Korea	1	1	<1



Map 1: Proportion of United States visitors by state of residence

Table 3: United States visitors by state of residence

percentages may not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors N=1,071 individuals	Percent of total visitors N=1,157 individuals
California	219	20	19
Idaho	143	13	12
Washington	98	9	8
Oregon	61	6	5
Texas	41	4	4
Colorado	39	4	3
Florida	39	4	3
Michigan	35	3	3
Utah	30	3	3
Arizona	27	3	2
New York	26	2	2
Maryland	25	2	2
Pennsylvania	23	2	2
Illinois	18	2	2
Tennessee	17	2	1
Wisconsin	17	2	1
Kansas	16	1	1
New Mexico	16	1	1
Minnesota	15	1	1
Montana	15	1	1
Ohio	13	1	1
Missouri	12	1	1
Wyoming	12	1	1
21 other states and Washington, D.C.	114	11	10

Number of park entries
Number of vehicles
Length of stay

Visitor groups were asked a series of questions about the number of times they entered the park, and the number of vehicles in which they arrived, and their length of stay.

Number of park entries: Most visitor groups (94%) entered the park once, 5% entered twice, and 2% entered the park three times during this visit to Craters of the Moon NM & PRES (see Figure 11).

Number of vehicles used to arrive at the park: On this visit, most groups (92%) arrived at Craters of the Moon NM & PRES in one vehicle while 8% of visitor groups used two or more vehicles (see Figure 12).

Length of visit: Visitor groups were asked to report the number of hours they spent at the park. Fifty-two percent of visitor groups spent between two and three hours and 36% spent four or more hours (see Figure 13). Most visitor groups (98%) did not visit Craters of the Moon NM & PRES on more than one day on this visit (see Figure 14). Visitor groups who spent more than one day were then asked the number of days they visited the park on this visit. Of those spending more than one day, 75% of visitor groups spent two days and 25% spent three or more days (see Figure 15 with CAUTION due to the small number of respondents).

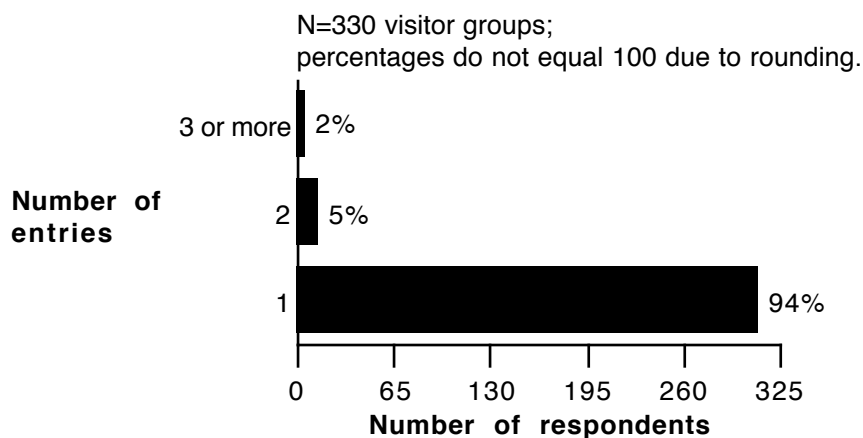


Figure 11: Number of times visitor groups entered Craters of the Moon NM & PRES on this visit

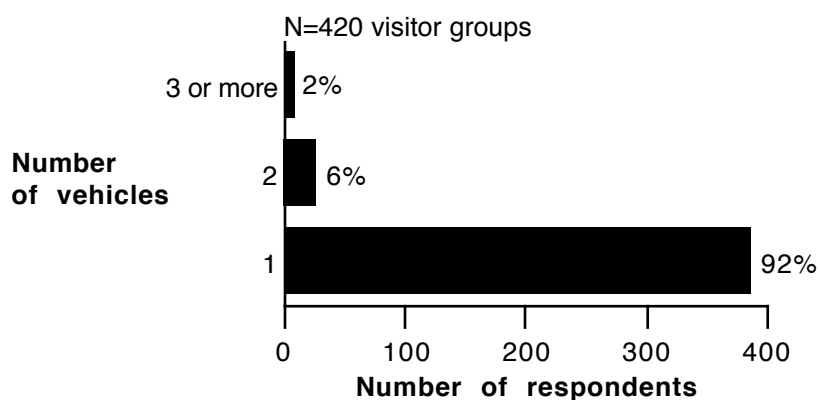


Figure 12: Number of vehicles per group

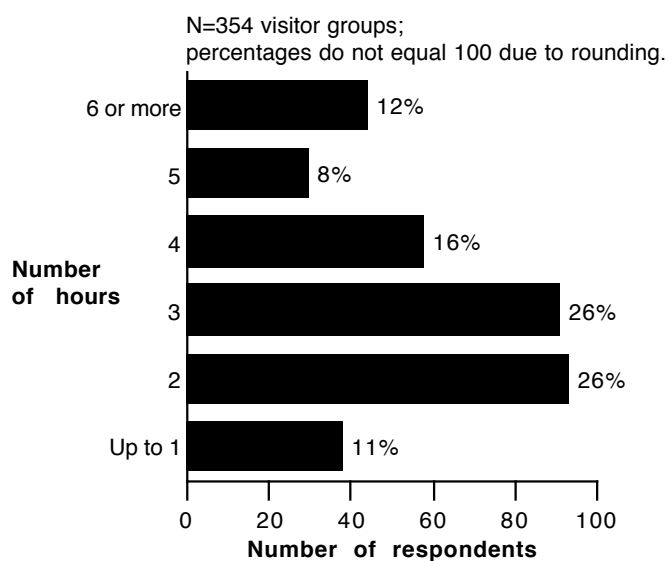


Figure 13: Number of hours spent at Craters of the Moon NM & PRES

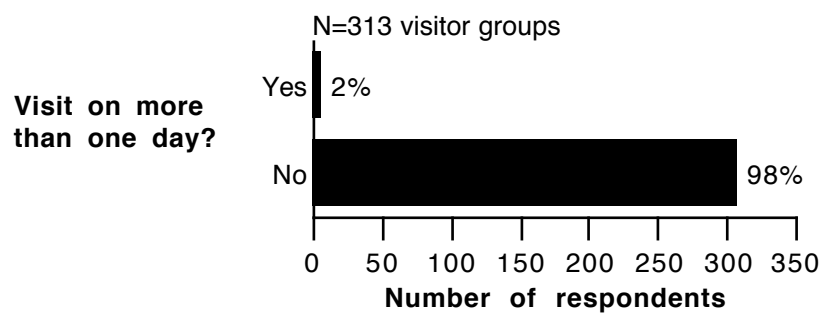


Figure 14: Visit Craters of the Moon NM & PRES on more than one day?

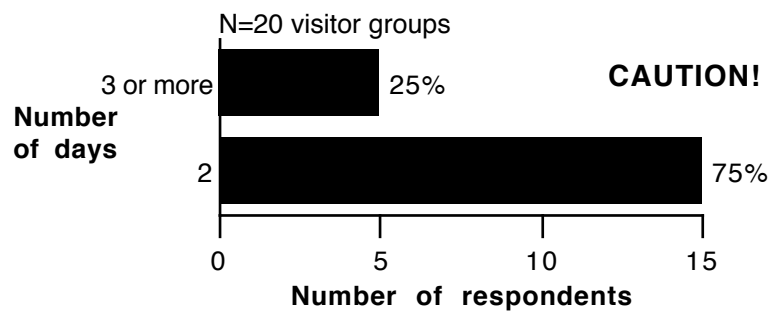


Figure 15: Number of days spent visiting Craters of the Moon NM & PRES by visitors who spent more than one day

Sources of information

Most visitor groups (84%) obtained information about Craters of the Moon NM & PRES prior to their park visit, while 16% did not (see Figure 16). The most common sources of information used by visitor groups included maps/brochures (51%), travel guides/tour books/publications (36%), friends/relatives/word of mouth (33%), previous visits (28%), and the NPS Craters of the Moon NM & PRES website (23%), as shown in Figure 17. "Other" sources of information included road atlas, booklets/brochures, from living nearby, and driving by. Visitor groups who learned about Craters of the Moon NM & PRES from another park were asked to list the park where they obtained the information. The two parks listed were Yellowstone National Park and Mount Rushmore National Memorial.

Visitor groups who obtained information about Craters of the Moon NM & PRES prior to this visit were then asked whether they received the needed information. Most visitor groups (90%) reported that they received the type of information about the park that they needed (see Figure 18). However, 5% of visitor groups did not receive information that they needed and 5% were "not sure."

Some of the commonly mentioned types of information that visitor groups needed but were unable to obtain included fees, details about park, maps, no brochures available, time needed to see it, and overnight accommodations.

Prior to future visits, visitor groups said they would most prefer to use the NPS park website (68%), maps/brochures (49%), previous visits (36%) and travel guides/tour books/publications (34%), as shown in Figure 19.

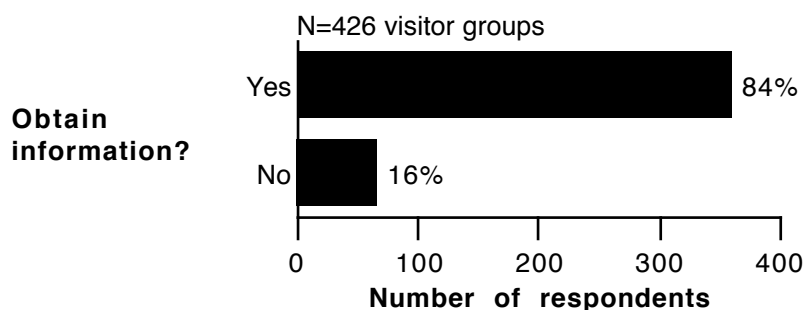


Figure 16: Visitors who obtained information about Craters of the Moon NM & PRES prior to this visit

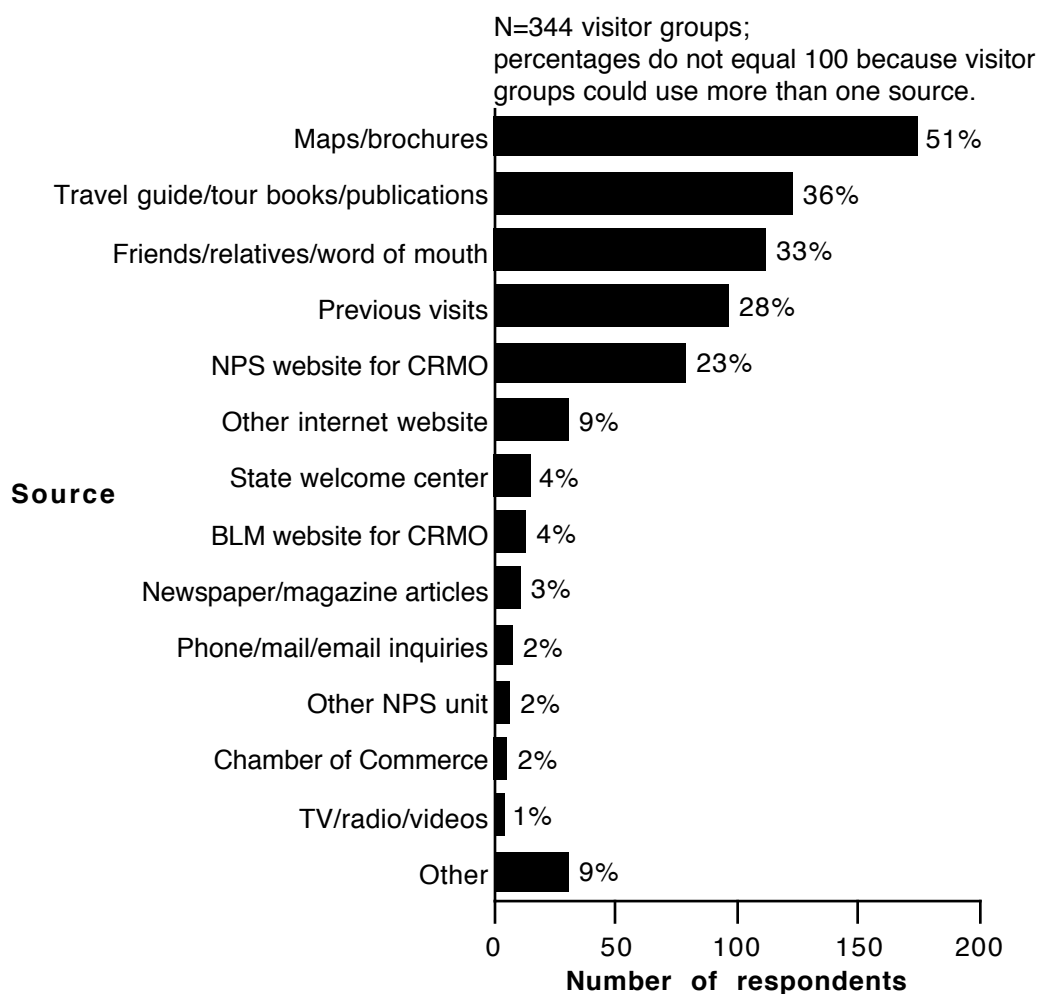


Figure 17: Sources of information used by visitor groups prior to this visit

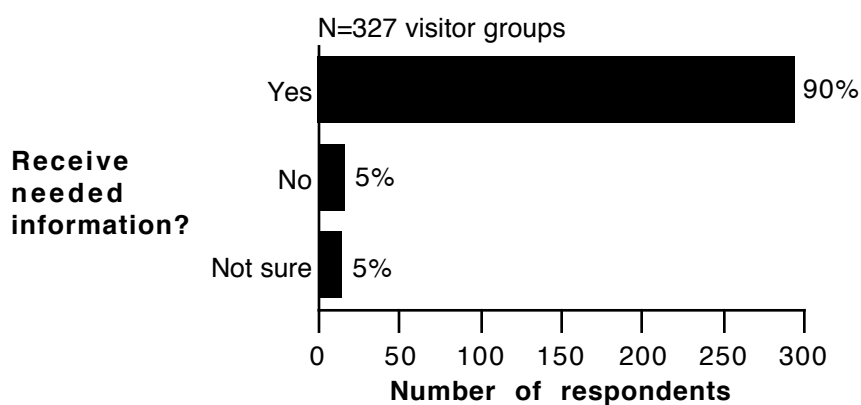


Figure 18: Receive needed information prior to this visit to Craters of the Moon NM & PRES?

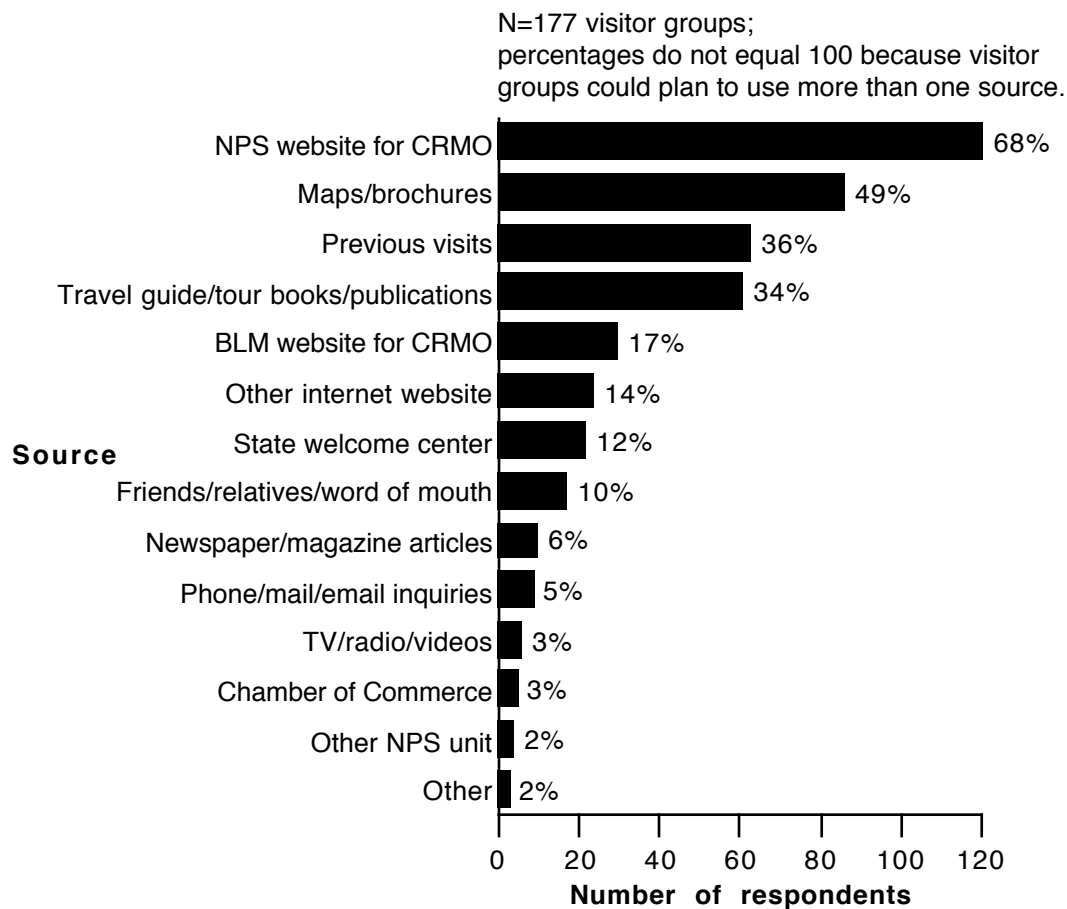


Figure 19: Sources of information preferred by visitor groups prior to future visits

Visitor arrival route Locating the park

Visitor groups were asked what route they used to arrive at the park. Over one-half of the groups (54%) arrived by U.S. Highway 20/26/93 from the east, while 44% arrived on the same highway from the west (see Figure 20). Three percent listed "other" routes they used, but all were roads that connected to Highway 20/26/93.

When asked if they had any trouble locating the park, most visitor groups (97%) did not have any trouble (see Figure 21). Three percent of groups had trouble locating the park. The problems included lack of signs, signs too small, website not showing the shortest route, lack of visitor center location information, and poor signage in nearby communities.

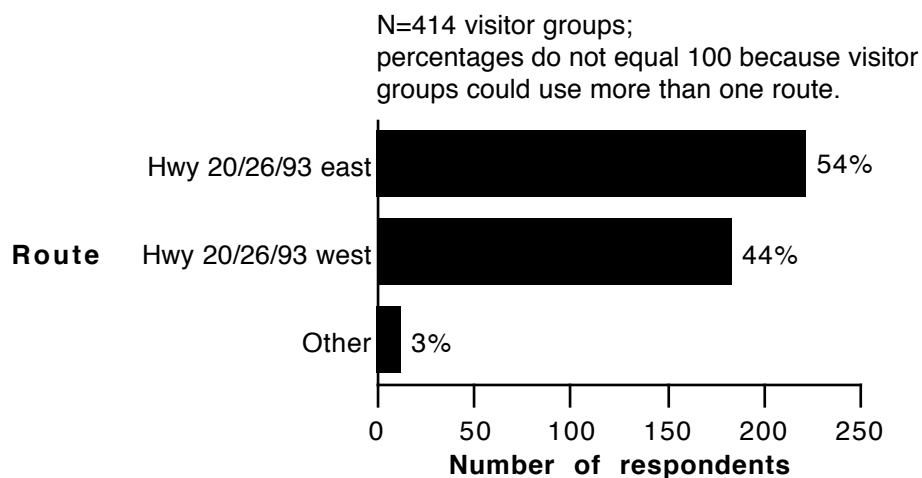


Figure 20: Arrival route

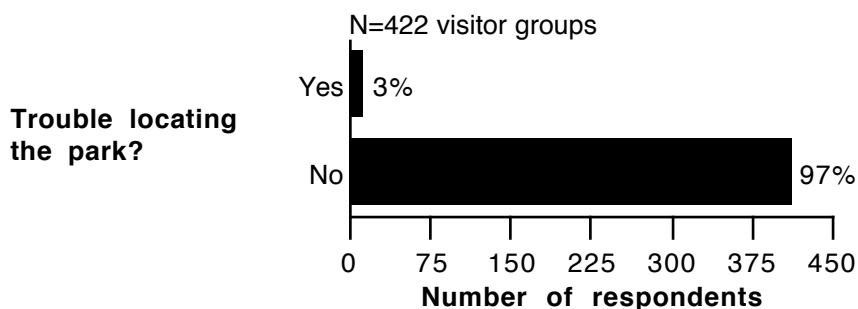


Figure 21: Trouble locating the park?

Primary reason for visiting the area and the park

Visitor groups were asked their primary reason for visiting Craters of the Moon NM & Preserve area (within a 1-hour drive of the park) on this trip. First, visitor groups were asked whether or not they were a resident of the area. The most common primary reasons were visiting other area attractions (42%), visiting the park (27%), and an unplanned park visit while passing through the area (22%), as shown in Figure 23.

Groups were also asked their primary reason for visiting the park on this visit. The most common primary reason was general sightseeing (72%), as shown in Figure 24. Visiting a national monument (9%) and geology (9%) were the next most common reasons. "Other" primary reasons included to kill time, take photographs, see lava, buy or stamp passport, show friends/visitors, picnic, and hike.

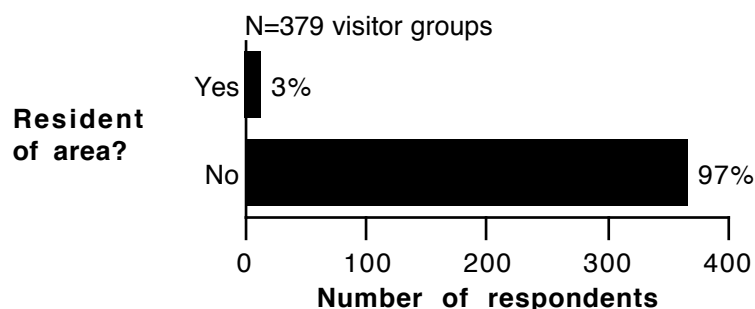


Figure 22: Residents of area within 1-hour drive of Craters of the Moon NM & PRES

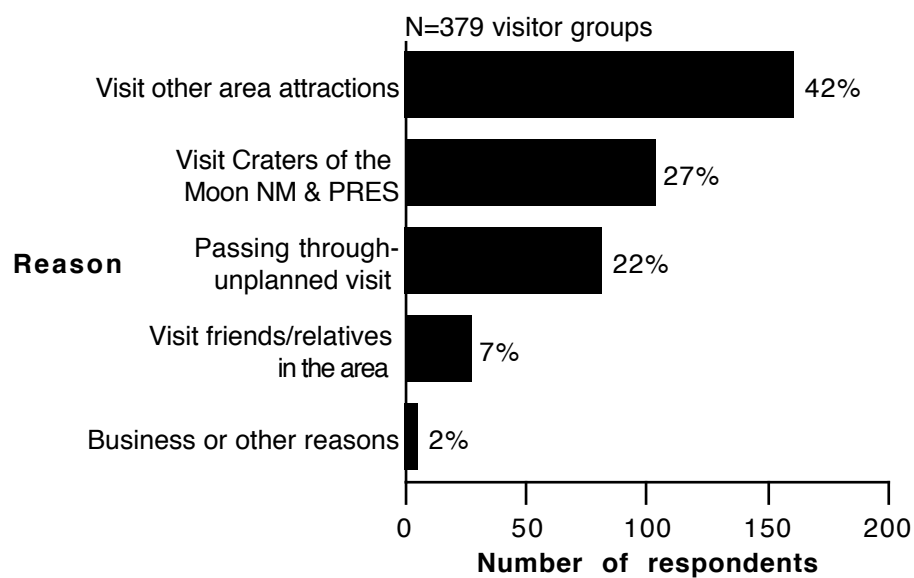


Figure 23: Primary reason for visiting the area

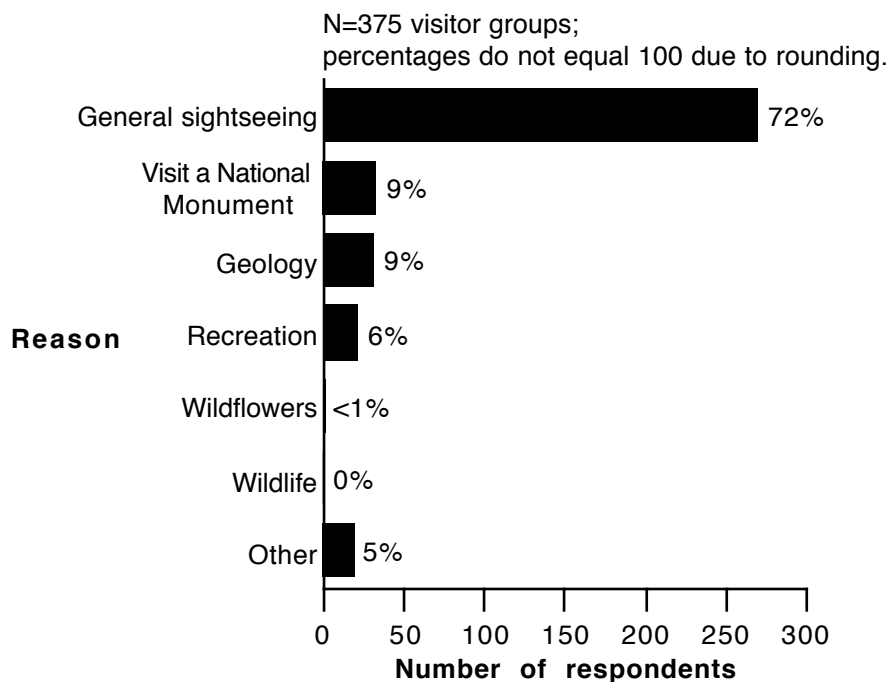


Figure 24: Primary reason for visiting the park

Activities

The most common activities in which visitor groups participated during this visit to the Craters of the Moon NM & PRES included taking a scenic drive (90%), reading/viewing visitor center exhibits (81%), photography (67%), and shopping at the visitor center bookstore (51%), as shown in Figure 25. The least common activities were bicycling (2%) and overnight backpacking (0%). “Other” activities included relaxing, participating in Junior Ranger Program, stargazing, identifying flowers and wildlife, and teaching children about the park.

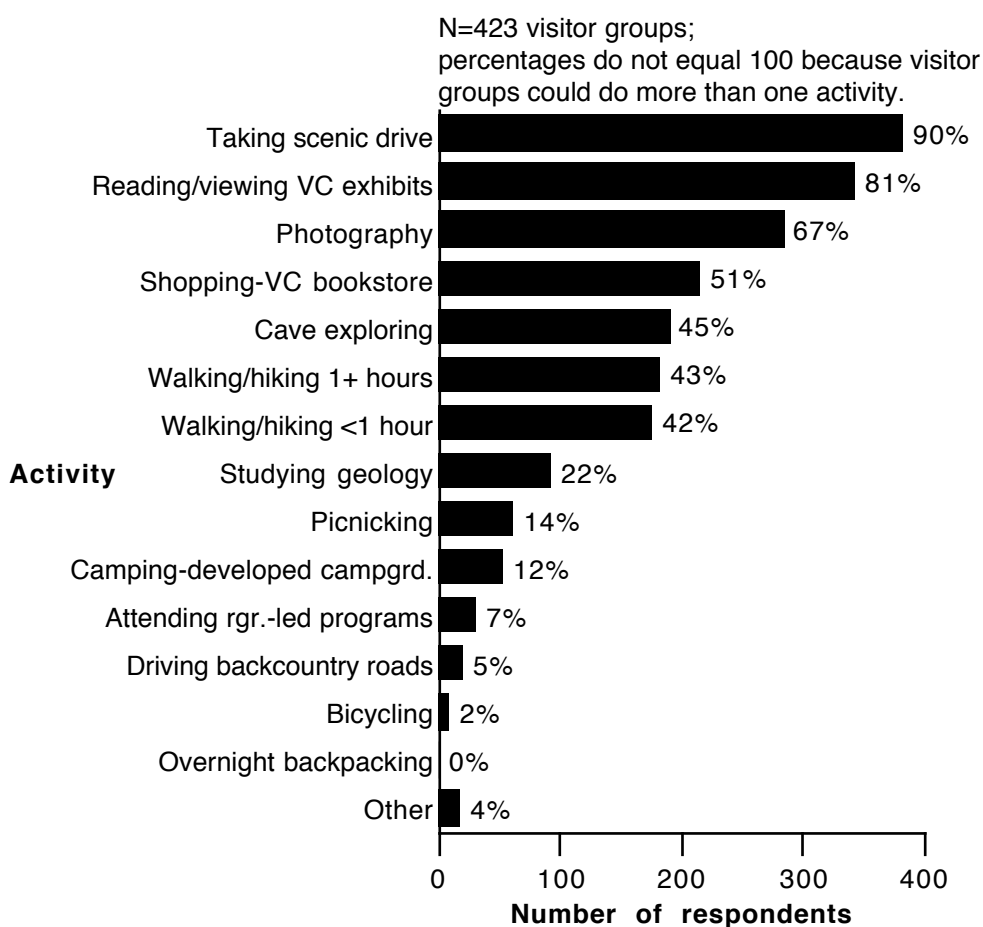


Figure 25: Visitor activities

Park trails walked/hiked

When asked if they walked or hiked on a trail in the park, 77% of visitor groups said they did (see Figure 26). Map 2 was included in the questionnaire to help visitor groups identify the trails that they walked or hiked in Craters of the Moon NM & PRES. The most often hiked park trails were the Caves (67%), North Crater (51%), Devils Orchard (49%), and Inferno Cone (43%), as shown in Figure 27 (see note ① under Special Conditions). The comments visitor groups made for "other" trails walked/hiked all referred to reasons that visitors did not walk additional trails.

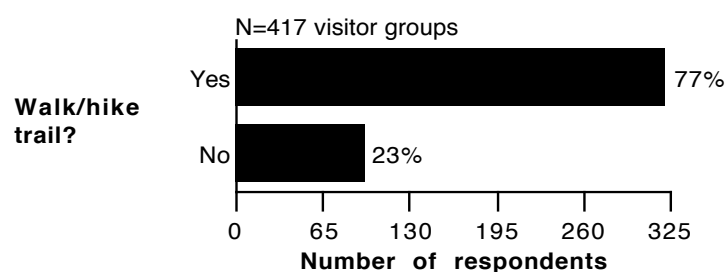
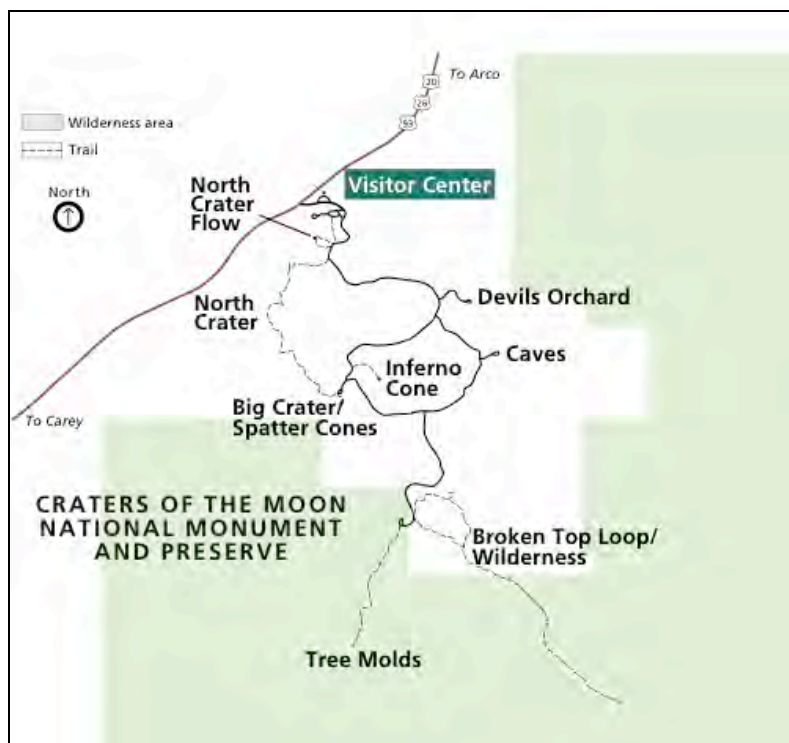
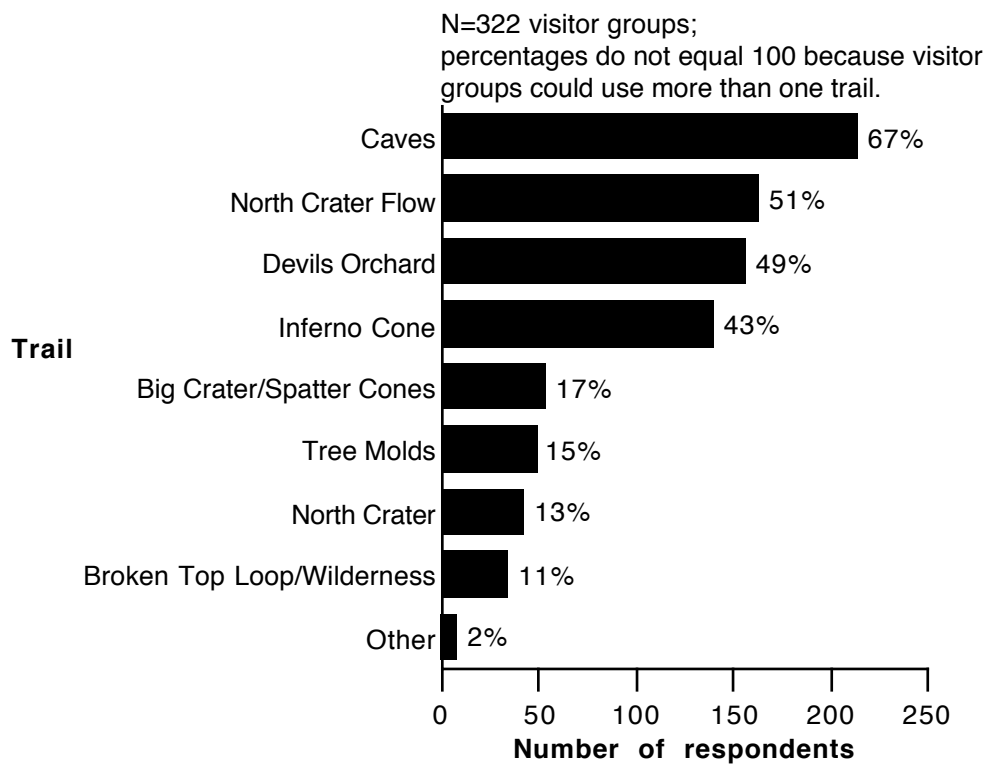


Figure 26: Visitors who walked/hiked trails

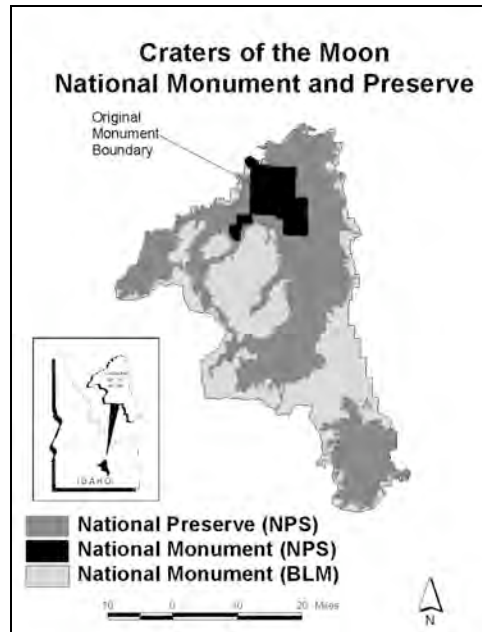


Map 2: Park trails

**Figure 27: Trails walked/hiked**

Visitor awareness of park management

In the questionnaire, visitor groups were given some information about park management boundaries and a map of the park (see Map 3). "In 2000, Craters of the Moon National Monument was expanded from just under 54,000 acres to over 754,000 acres by presidential proclamation in order to protect the entire Great Rift geological zone."



Map 3: Craters of the Moon NM & PRES boundaries and management

Groups were then asked if, during their visit, they were made aware of the fact that the park is jointly administered by the National Park Service and the Bureau of Land Management (BLM). Almost one-half of visitor groups (47%) were not made aware of the joint management during their visit (see Figure 28). Forty-one percent were made aware of this fact during their visit and 12% were aware prior to their visit.

Groups were also asked, "In your opinion, what is most important about the newly designated areas of Craters of the Moon NM & PRES?" Responses from 260 visitor groups (61%) are shown in Table 4. The most important aspect of the new areas was protecting/preserving/keeping them unspoiled.

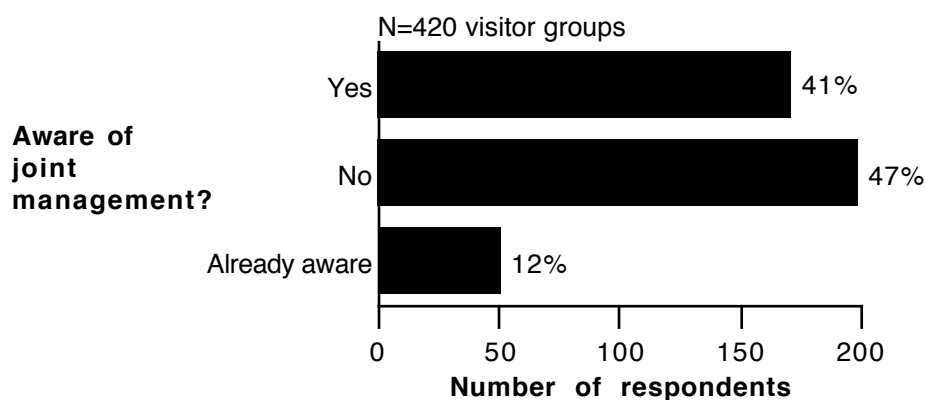


Figure 28: Awareness of shared management by NPS and BLM

Table 4: Most important aspects of newly designated park areas

N=261 comments;
some visitor groups made more than one comment.

Most important aspect	Number of times mentioned
Protecting/preserving/keeping it unspoiled	157
For future generations	17
Uniqueness	15
Educational/interesting	10
More area to explore	9
Making it accessible	7
Land is locked up/closed off from access	5
Will limit development	5
Glad new areas were designated	5
Inform visitors/public	3
Preserve habitat	2
Need visitor center	2
Roads	2
Add shaded picnic areas	2
Added for political reasons only	2
All	2
NPS management	2
Other comments	14

Overnight accommodations

Visitor groups were asked a series of questions concerning their overnight accommodations in Craters of the Moon NM & PRES and the surrounding area (within a 1-hour drive). First, visitor groups were asked if they stayed overnight away from home in the park/area. Most groups (59%) did not stay overnight away from home in the park area, while 41% did stay overnight (see Figure 29).

Number of nights: Visitor groups who stayed overnight away from home were then asked to report the number of nights they stayed inside the park and in the surrounding area. In the park, 74% of visitor groups stayed one night and 27% stayed two or three nights, as shown in Figure 30. Of those who stayed overnight outside the park, 65% spent one night, 28% spent two or three nights, and 7% stayed four or more nights in the area(see Figure 31).

Type of lodging used: The most common type of lodging that visitor groups used inside Craters of the Moon NM & PRES was RV/trailer camping (64%), followed by tent camping in a developed campground (36%), as shown in Figure 32. Outside the park, the most common types of lodging used were a lodge/motel/hotel/cabin/rented condo/home, or bed and breakfast (59%) and RV/trailer camping (26%), as shown in Figure 33. "Other" types of lodging included sleeping in car and primitive campsite.

Location stayed on night before and night after park visit: When asked to list the city/town where they stayed on the night prior to their park visit and the night after their park visit, visitor groups' top three responses were all in Idaho: Idaho Falls, Boise and Twin Falls (see Tables 5 and 6).

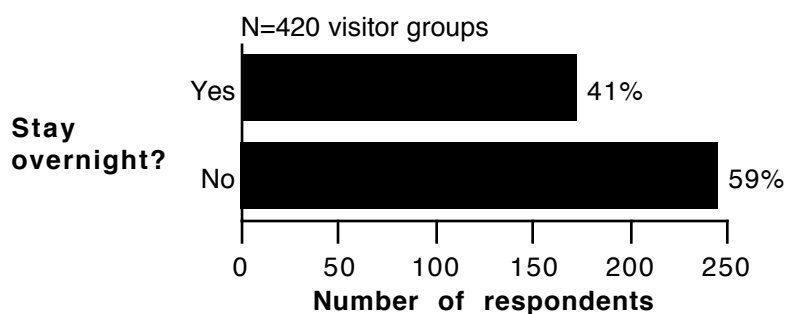


Figure 29: Visitor groups who stayed overnight away from home in Craters of the Moon NM & PRES or the area

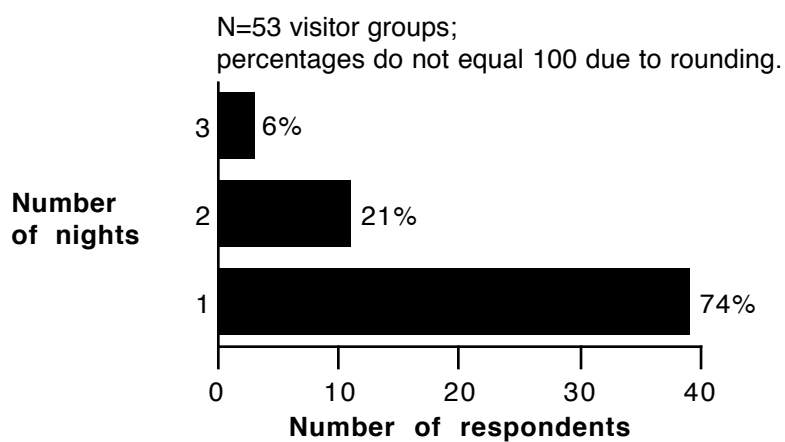


Figure 30: Number of nights visitor groups stayed inside the park

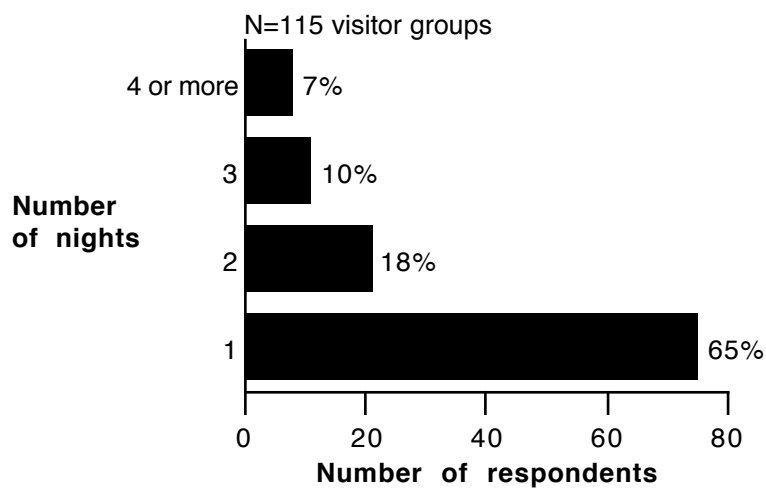


Figure 31: Number of nights visitor groups stayed outside the park within a 1-hour drive

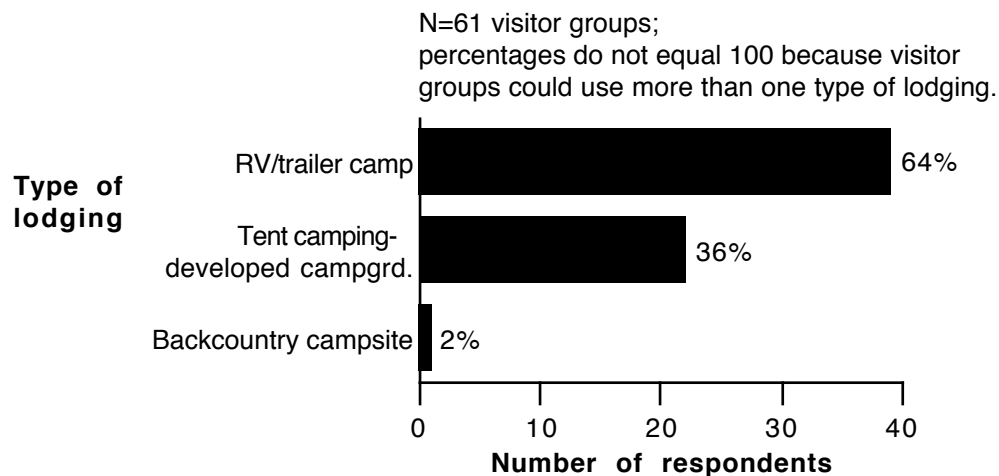
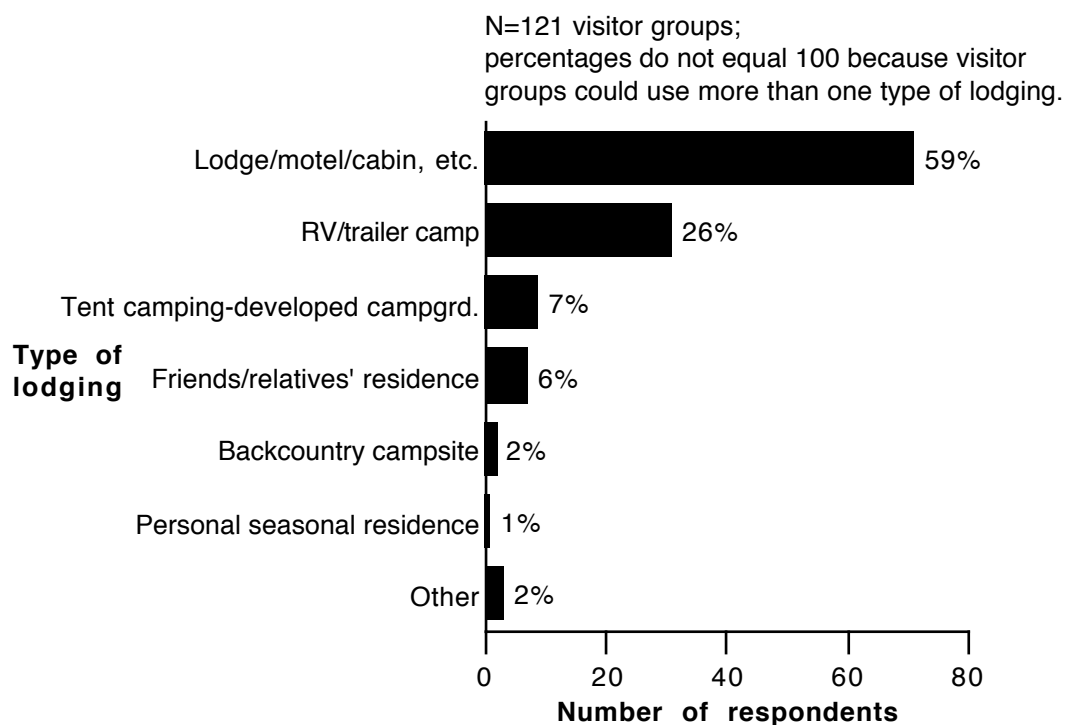


Figure 32: Types of lodging visitor groups used inside the park



**Figure 33: Types of lodging visitor groups used outside the park
within a 1-hour drive**

Table 5: Places stayed on night before park visit

N=410 places;

City/town and state		Number of times mentioned
Idaho Falls	ID	45
Boise	ID	27
Twin Falls	ID	27
Arco	ID	24
Jackson	WY	16
West Yellowstone	MT	15
Yellowstone NP	WY	14
Grand Teton	WY	13
Ketchum	ID	13
Pocatello	ID	12
Mountain Home	ID	9
Rexburg	ID	9
Salt Lake City	UT	9
Stanley	ID	8
Sun Valley	ID	8
Salmon	ID	7
Hailey	ID	6
Challis	ID	5
Mackay	ID	5
Wells	NV	5
Carey	ID	4
Jackpot	NV	4
Missoula	MT	4
Bellevue	ID	3
Blackfoot	ID	3
Elko	NV	3
Hagerman	ID	3
Meridian	ID	3
Ontario	OR	3
Ashton	ID	2
Buhl	ID	2
Butte	MT	2
Dillon	MT	2
Ely	NV	2
Fairfield	ID	2
Glacier NP	MT	2
Island Park	ID	2
Lolo	MT	2
Montpelier	ID	2
Moore	ID	2
Nampa	ID	2
Ogden	UT	2

**Table 5: Places stayed on night before park visit
(continued)**

City/town and state		Number of times mentioned
Rupert	ID	2
Sawtooth National Forest	ID	2
Victor	ID	2
American Falls	ID	1
Antelope Reserve	OR	1
Bear Lake	ID	1
Bend	OR	1
Billings	MT	1
Bozeman	MT	1
Bruneau Dunes State Park	ID	1
Buffalo	WY	1
Caldwell	ID	1
Cascade	ID	1
Centerville	UT	1
Clayton	ID	1
Cody	WY	1
Copper Basin	ID	1
Declo	ID	1
Eagle	ID	1
Eden	ID	1
Elkhorn	ID	1
Emigrant Springs State Park	OR	1
Fallon	NV	1
Farewell Bend State Park	OR	1
Folsom	CA	1
Fruitland	ID	1
Ft. Lauderdale	FL	1
Gooding	ID	1
Grasshopper Campground	MT	1
Great Falls	MT	1
Hamilton	MT	1
Henry's Lake	ID	1
Horseshoe Bend	ID	1
Houston	TX	1
Howe	ID	1
Idaho City	ID	1
Indian Trees Campground	MT	1
Jerome	ID	1
La Grande	OR	1
Lava Hot Springs	ID	1
Lima	MT	1
Logan	UT	1

**Table 5: Places stayed on night before park visit
(continued)**

City/town and state		Number of times mentioned
Lowman	ID	1
Lye Creek Camp	NV	1
Macks Inn	ID	1
Magic City rest stop (US-20)	ID	1
May Creek National Forest	MT	1
Menan	ID	1
Middleton	ID	1
Miles City	MT	1
Nevada City	MT	1
North Platte	NE	1
Orofino	ID	1
Rigby	ID	1
Rock Springs	WY	1
Sheridan	WY	1
Shoshone	ID	1
Star	ID	1
Stevensville	MT	1
Swan Valley	ID	1
Upper O'Brian Campground	ID	1
Utah	UT	1
Winnemucca	NV	1
No city listed	ID	6
No city listed	UT	2
No city listed	MT	1
No city listed	WY	1
No city listed	NV	1

Table 6: Places stayed on night after park visit

N=331 places;

City/town and state		Number of times mentioned
Idaho Falls	ID	34
Boise	ID	23
Twin Falls	ID	16
West Yellowstone	MT	15
Yellowstone National Park	WY	15
Jackson	WY	12
Rexburg	ID	12
Stanley	ID	9
Ketchum	ID	7
Salt Lake City	UT	7
Arco	ID	6
Hailey	ID	6
Jackpot	NV	6
Sun Valley	ID	5
Grand Teton	WY	4
Mackay	ID	4
Meridian	ID	4
Missoula	MT	4
Mountain Home	ID	4
Ogden	UT	4
Pocatello	ID	4
Salmon	ID	4
Bend	OR	3
Blackfoot	ID	3
Carey	ID	3
Elko	NV	3
Island Park	ID	3
Jerome	ID	3
La Grande	OR	3
Pinedale	WY	3
Winnemucca	NV	3
American Falls	ID	2
Ashton	ID	2
Baker City	OR	2
Bozeman	MT	2
Butte	MT	2
Challis	ID	2
Cody	WY	2
Dillon	MT	2
Eagle	ID	2
Fairfield	ID	2
Flagg Ranch Resort at Yellowstone	WY	2

**Table 6: Places stayed on night after park visit
(continued)**

City/town and state		Number of times mentioned
Hagerman	ID	2
Hogback Junction	WY	2
McCall	ID	2
Moore	ID	2
Rupert	ID	2
Victor	ID	2
Alpine	WY	1
Big Sky	MT	1
Bridge Bay	WY	1
Brigham City	UT	1
Buhl	ID	1
Burns	OR	1
Caldwell	ID	1
Camas	WA	1
Cameron	MT	1
Cashem	ID	1
Casper	WY	1
Cedar City	UT	1
Coeur D'Alene	ID	1
Declo	ID	1
Dubois	WY	1
EBR-1 rest stop (US-20)	ID	1
Elkhorn	ID	1
Emmett	ID	1
Fruitland	ID	1
Garden City	UT	1
Gardiner	MO	1
Glens Ferry	ID	1
Gooding	ID	1
Grangeville	ID	1
Hells Canyon	OR	1
Henry's Lake	ID	1
Hollister	ID	1
Homedale	ID	1
Idaho City	ID	1
Inkom	ID	1
La Pine	OR	1
Livingston	MT	1
Logan	UT	1
Macks Inn	ID	1
Middleton	ID	1
Mountains	ID	1

**Table 6: Places stayed on night after park visit
(continued)**

City/town and state		Number of times mentioned
Nephi	UT	1
Paradise	NV	1
Pasco	WA	1
Payette	ID	1
Pendleton	OR	1
Pinehurst	ID	1
Portland	OR	1
Provo	UT	1
Rigby	ID	1
Riggins	ID	1
Ririe	ID	1
Sawtooth National Forest	ID	1
Seattle	WA	1
Shelby	MT	1
Spokane	WA	1
St. Anthony	ID	1
Stevensville	MT	1
Targhee National Forest	ID	1
Vale	OR	1
Wallowa-Whitman National Forest	OR	1
Wapiti	WY	1
Wells	NV	1
White Cloud Mtns.	ID	1
Whitefish	MT	1
No city listed	ID	2
No city listed	OR	2
No city listed	NV	1

Gateway communities services used

Visitor groups were asked to list the services they used in the "gateway" communities of Arco or Carey that were specifically related to this park visit. Buying gasoline (64%) and eating a meal (41%) were the most common services used (see Figure 34). "Other" services visitors used included buying groceries, stamps, auto parts, filling water tanks, watching rodeo, and using an automatic teller machine (ATM).

Visitor groups were also asked to list the services they would have used if they were available. The most requested services were eating a meal (52%), obtaining information about Craters of the Moon NM & PRES (24%), shopping (18%), and buying gasoline (18%), as shown in Figure 35. The least requested service was a stay in a motel (3%). "Other" comments included additional/better food services. Table 7 shows the services that visitor groups used and any comments they had about those services (in their own words).

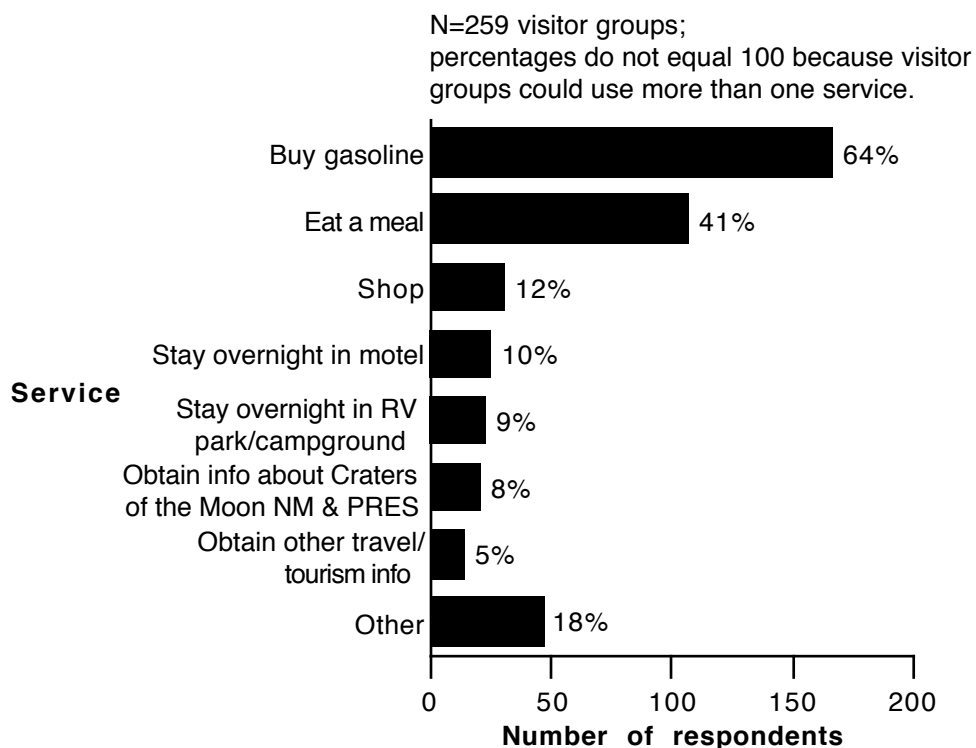


Figure 34: Services used in "gateway" communities specifically related to this park visit

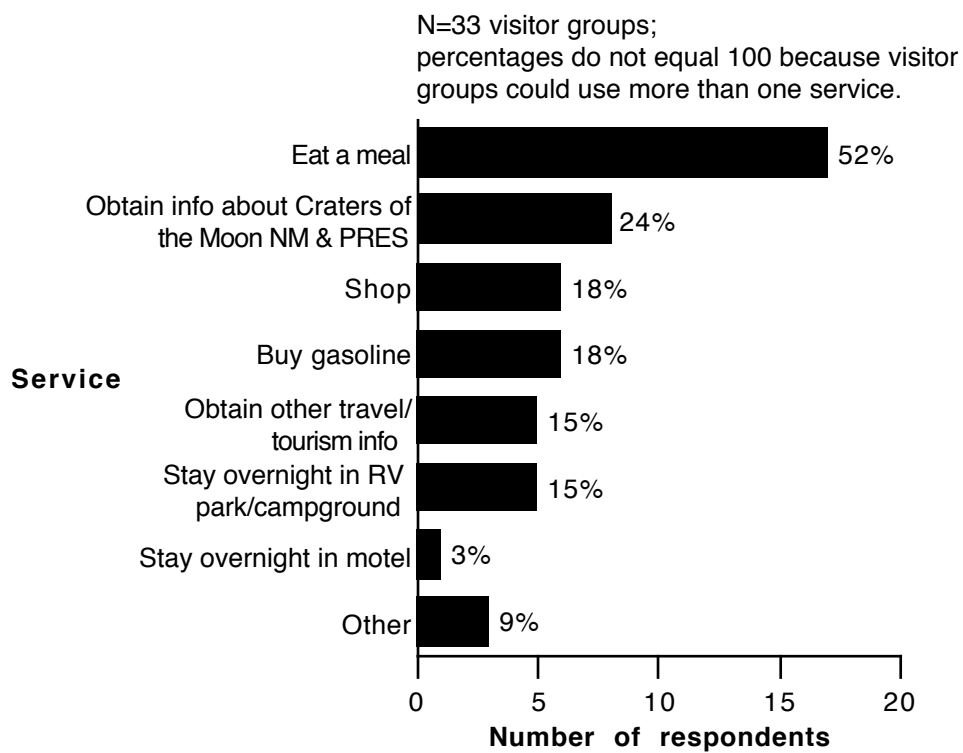


Figure 35: Services that visitors would have used in "gateway" communities if services were available

Table 7: Comments about services

Service	Comments
Food	Great food!
Food; Information	Good/healthy choices; informative brochures
Groceries	Friendly employees
Meal	Meal was great at deli shop
Meal	Need restaurant at park
Restaurants	Atmosphere/variety of food could be improved—need healthy choices
Deli	Great milkshakes, we were treated very well
Grandpa's Barbeque (Arco)	Fantastic out-of-the-way find!
Meal	Good food @ Pickles
Meal	Surprisingly good, for such a small place
Pickles Restaurant	In Arco—great!
Pickles Restaurant	Good food
Eat a meal, hotel	Need better restaurants, ok but need more options, could be better
Restaurant, gas station	Good food for the money; gas is a lot cheaper than Oregon; all services were good and enjoyable
Chute Bar & Café - Carey	Very nice lunch; would have stayed in Arco—lodging not listed in AAA guidebook so we stayed in Idaho Falls
Groceries, shade/picnic area	Limited on both
A&A Market	Excellent, fresh fruit; polite, friendly personnel
Meal	Busy day so service was slow; food good
Meal	Excellent food and value
Meal	Great meal
Gas, meal	Station clean and courteous; locals were pleasant
Gas	Way overpriced
Gas, food	Prices reasonable on both
Fuel (diesel)	We were treated very politely at this Chevron station in area
Gasoline, convenience store	Adequate; good
Picabo Gas Station/ convenience store	Very nice!
Fuel	Nothing special, fuel stop
JB Rest	Excellent service
Landing Zone RV	Very nice—clean and friendly
Mountain View RV Park	Excellent—had laundry, RV Idaho brochure, detailed maps of Arco/Idaho
RV park; Forest Service campground	Very friendly host; friendly hosts
RV park	Good place to stay
RV park	Very well maintained

Table 7: Comments about services (continued)

Service	Comments
Motel	Hard to find accommodations
DK Motel	Nice and good price
Motel, meal	OK motel; very nice gal at desk and reasonably priced, great strawberry shortcake.
Motel	No decent motels in area going to western Idaho
Post Office	Parking lot crowded
Shop at Super Wal-Mart	Was wonderful, lots of variety
Information	Helpful clerk in Chevron gas station/mini store
Travel tourist info	Sawtooth NRA and Hells Canyon have maps and info on area
	There were no "services" that we wanted to use
	Excellent support to all amenities near Arco
	Great!
	Good
	Nothing open on Saturday afternoon or Sunday!
	Carey didn't look appealing as "gateway" to Craters
	Not many choices. Need machine/vendor selling iced bottled water
	Friendly people

Visitor opinions about safety

Visitor groups were asked if they had any specific safety concerns while visiting the park on this visit. Ten percent of groups had safety concerns, while 90% did not (see Figure 36). Safety concerns mentioned by visitors are listed in Table 8.

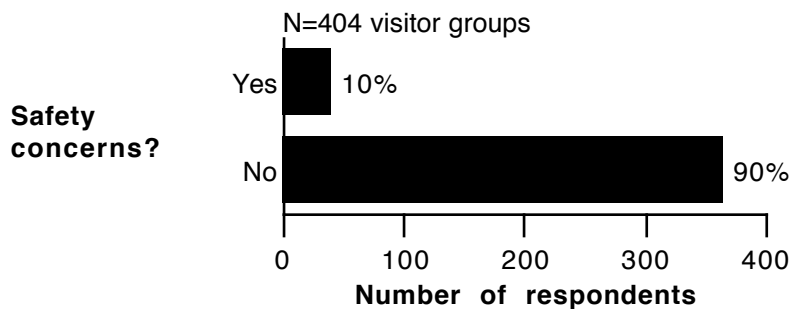


Figure 36: Safety concerns

Table 8: Safety concerns

N=51 comments

Comment	Number of times mentioned
Trails—falling on rock	6
No way to get help if injured	4
Heat/sun	4
Lack of water availability	4
Worried about falling in/into caves	3
Getting lost/Visitors lost on trail	3
Visitors unprepared for lack of water/heat	3
Caves seem unstable	2
Children need better supervision	2
No quick rescue if lost/injured	2
Snakes	2
Other comments	16

Visitor services and facilities: use, importance, and quality

Visitors were asked to note the visitor services and facilities they used during this visit to Craters of the Moon NM & PRES. The most used services and facilities included the monument brochure/map (87%), restrooms (82%), and visitor center exhibits (82%), as shown in Figure 37. The least used service was access for disabled persons (3%).

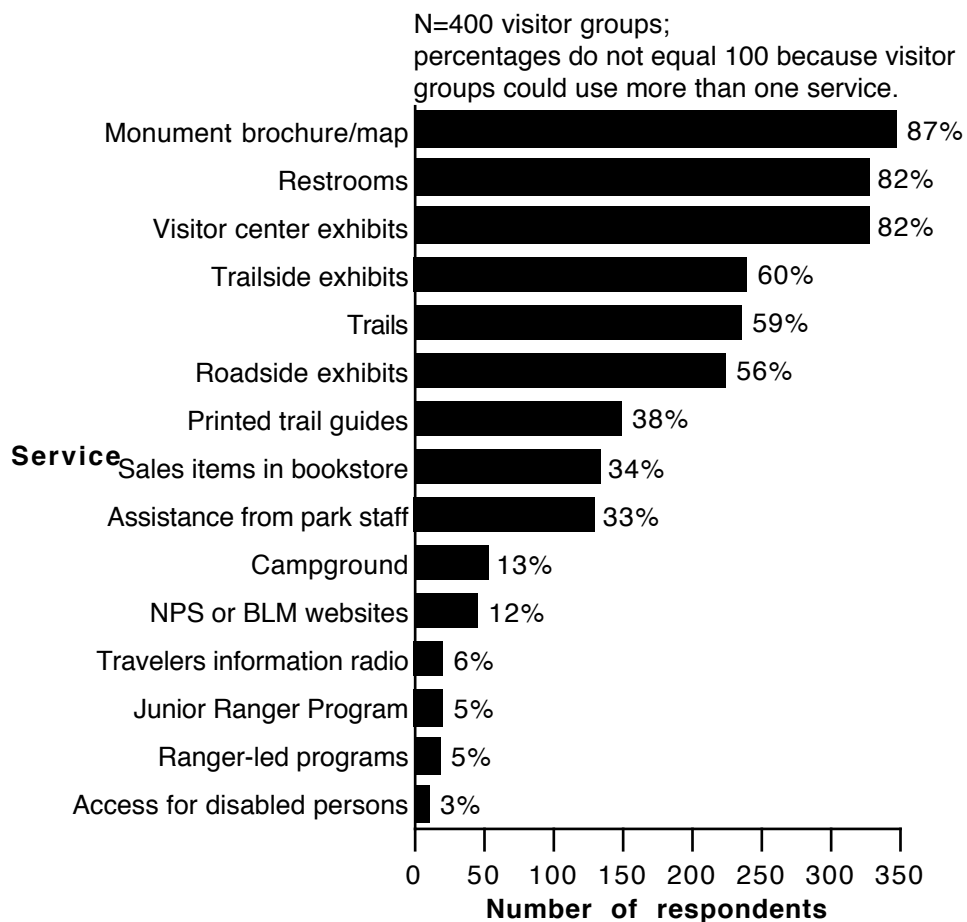


Figure 37: Visitor services and facilities used

Visitor groups rated the importance and quality of each of the visitor services and facilities they used. The following five-point scales were used in the questionnaire.

IMPORTANCE	QUALITY
5=extremely important	5=very good
4=very important	4=good
3=moderately important	3=average
2=somewhat important	2=poor
1=not important	1=very poor

The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 38 and 39 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. Note: Junior Ranger Program, ranger-led programs (walks, talks, etc.), access for disabled persons, and travelers information radio station were not rated by enough visitors to provide reliable data.

Figures 40-54 show the importance ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest proportion of “extremely important” or “very important” ratings included trails (95%, N=255), campground (94%, N=52), and restrooms (92%, N=311), as shown in Figure 55. The highest proportion of “not important” ratings was for sales items in visitor center bookstore (8%, N=128).

Figures 56-70 show the quality ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest proportion of “very good” or “good” ratings included assistance from park staff (94%, N=116), trails (89%, N=221), monument brochure/map (87%, N=322), and restrooms (85%, N=300). The service/facility receiving the highest “very poor” rating by visitor groups was sales items in visitor center bookstore (3%, N=120). For Figure 70, see note ② under Special Conditions.

Figure 71 combines the “very good” and “good” quality ratings and compares those ratings for all of the visitor services and facilities.

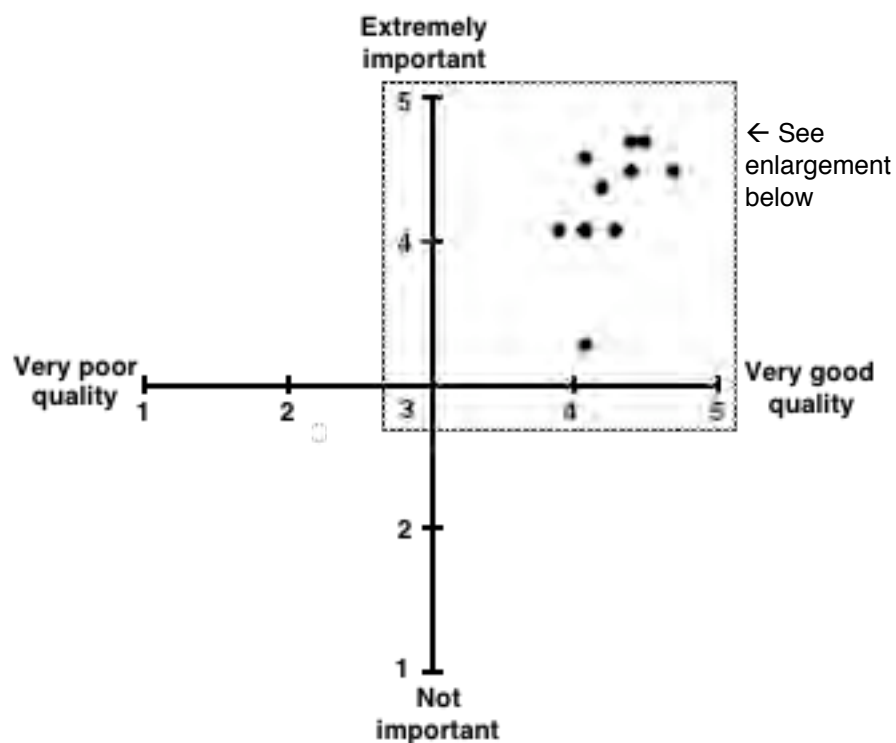


Figure 38: Average importance and quality ratings for visitor services and facilities

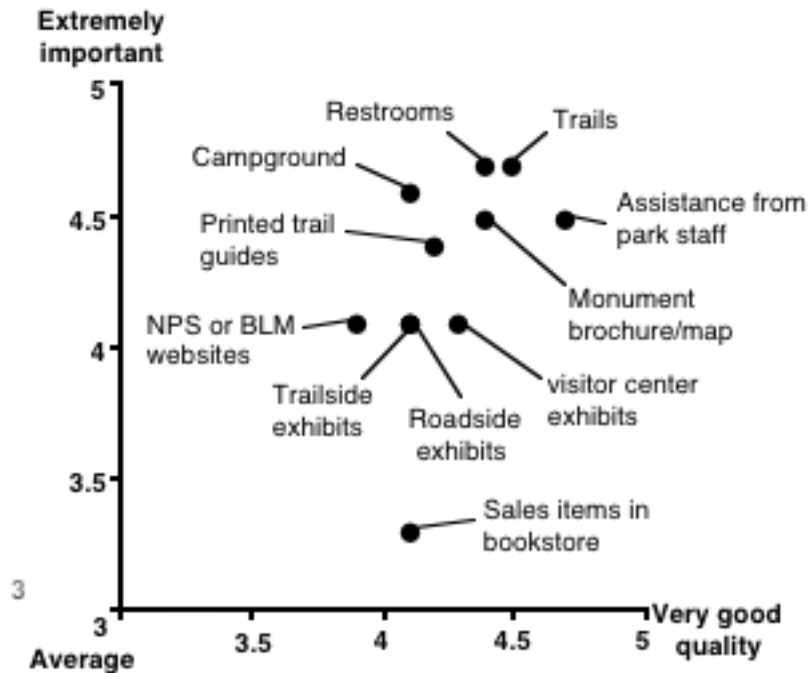


Figure 39: Detail of Figure 38

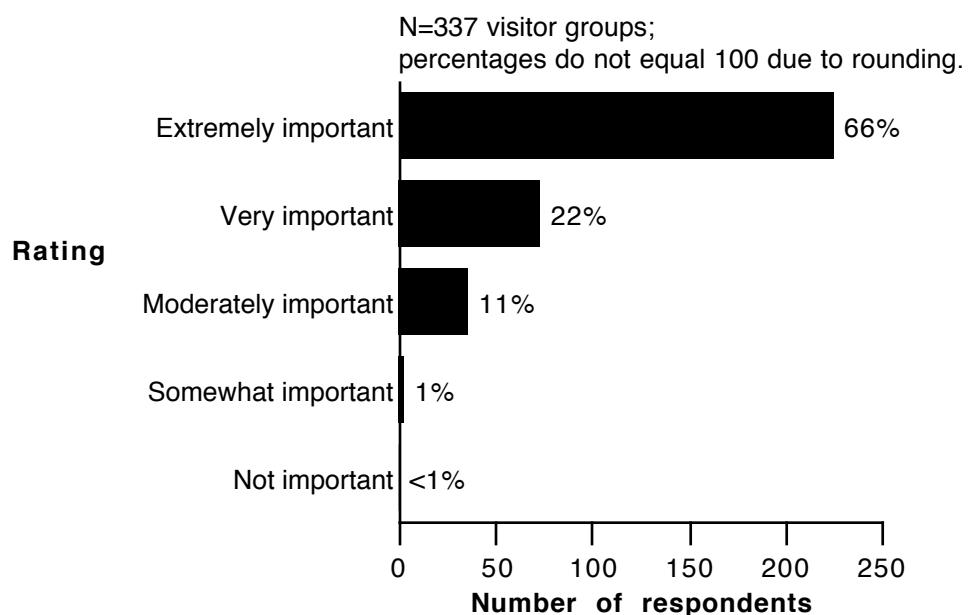


Figure 40: Importance of monument brochure/map

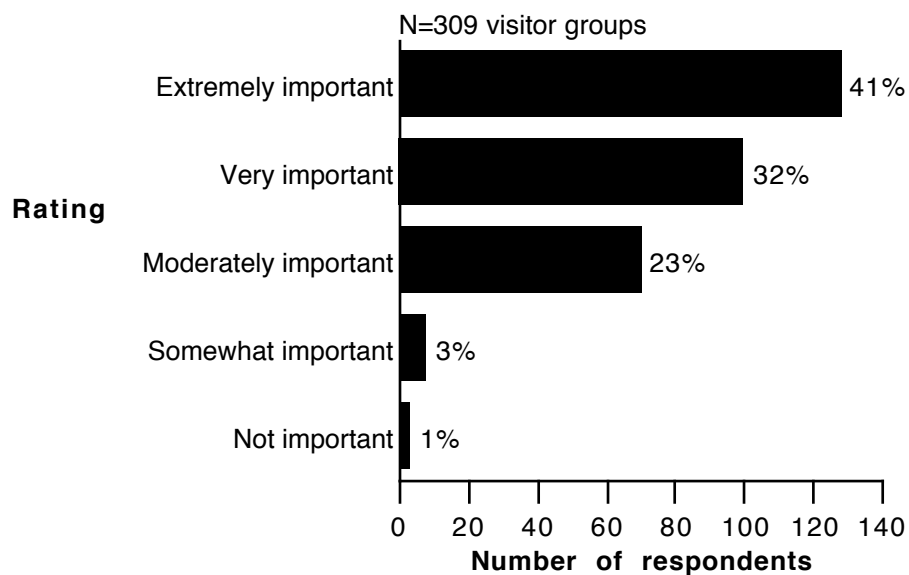


Figure 41: Importance of visitor center exhibits

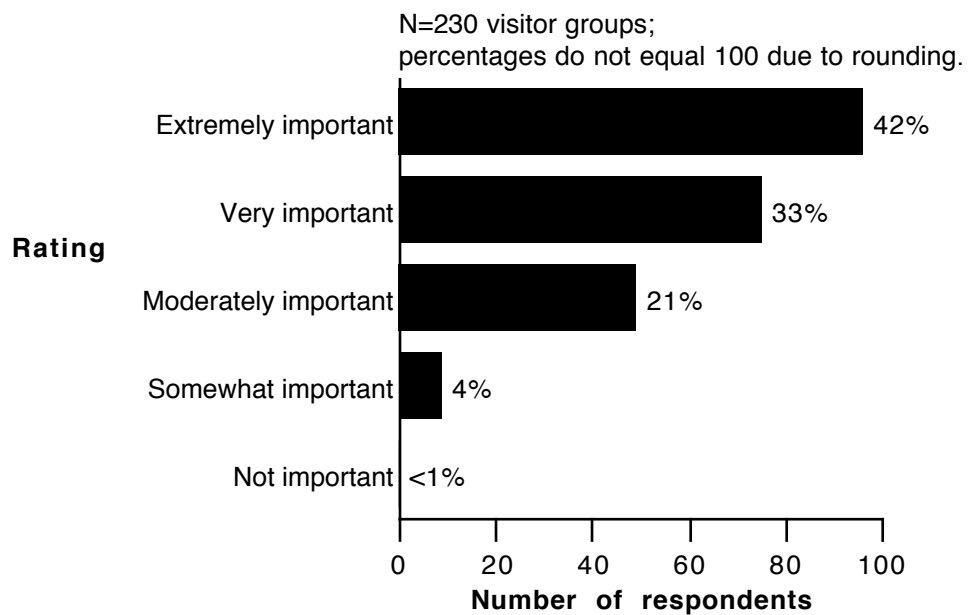


Figure 42: Importance of trailside exhibits

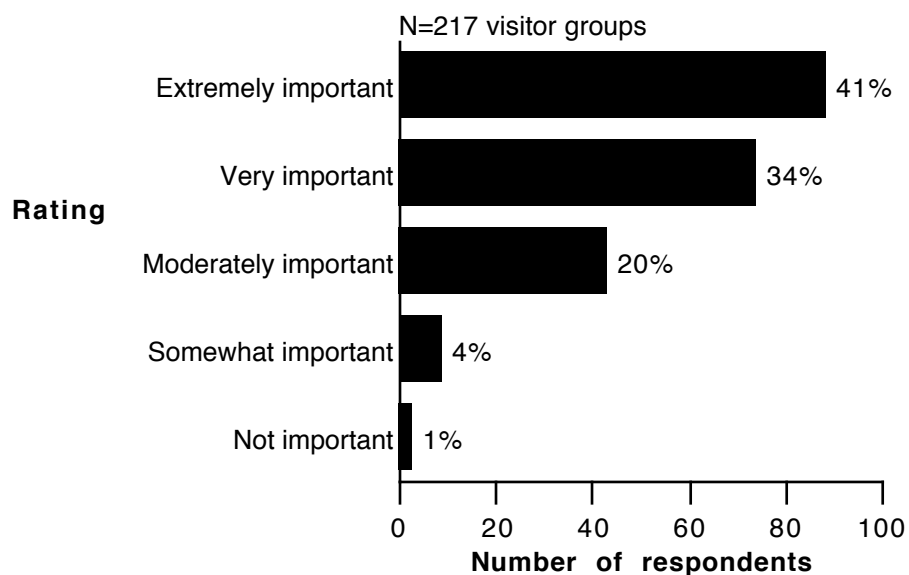


Figure 43: Importance of roadside exhibits

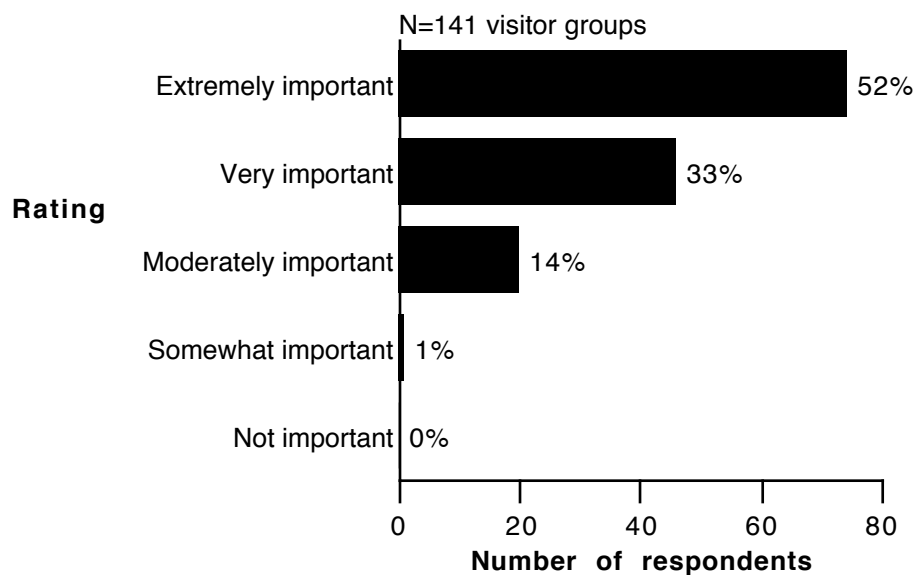
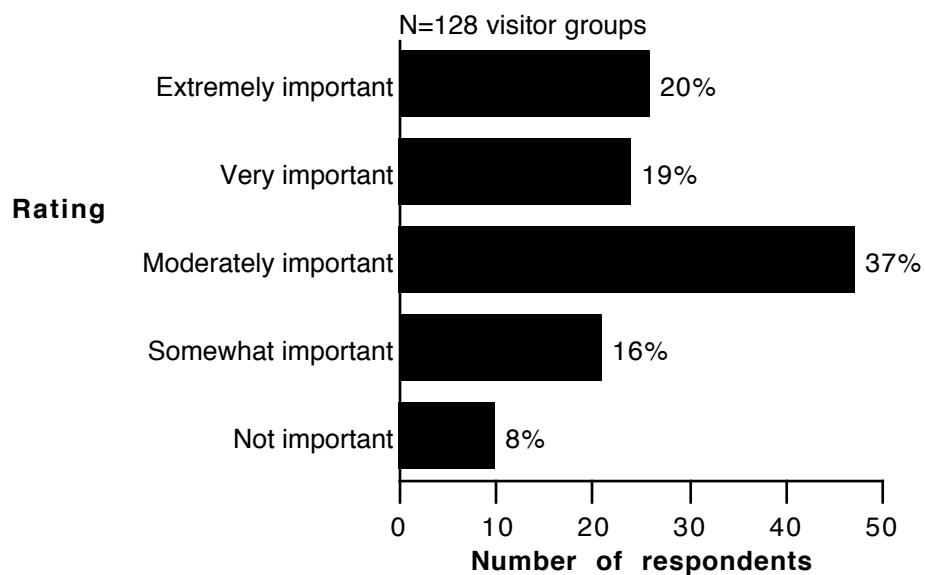


Figure 44: Importance of printed trail guides



**Figure 45: Importance of sales items in bookstore
(visitor center)**

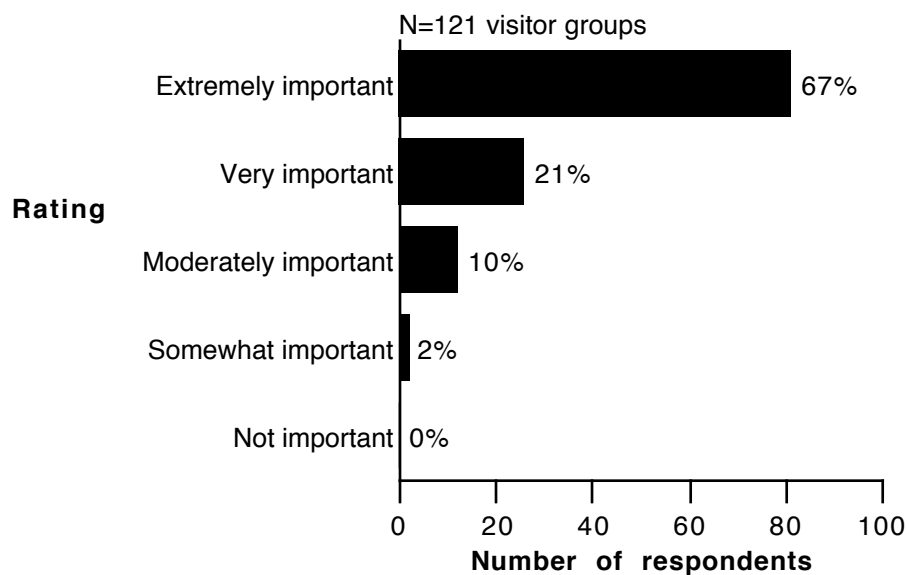


Figure 46: Importance of assistance from park staff

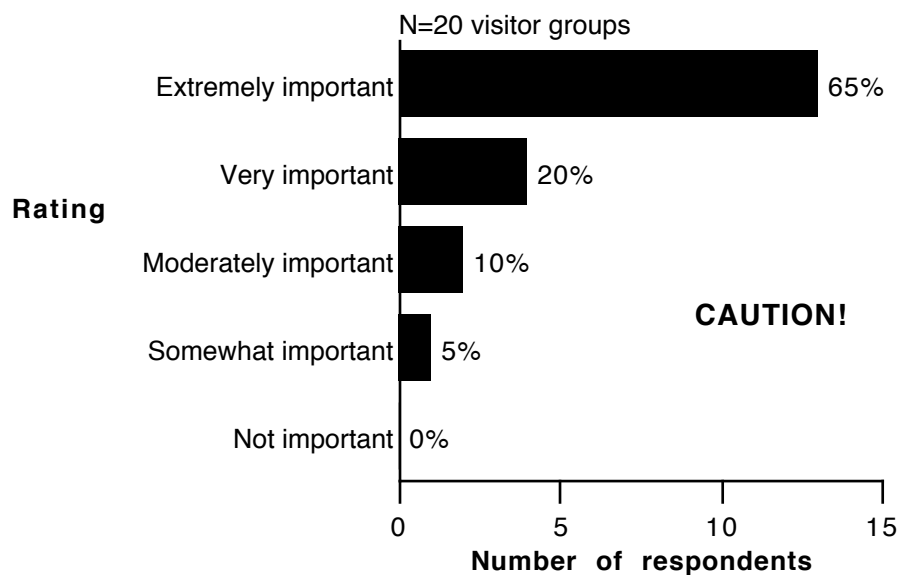


Figure 47: Importance of Junior Ranger Program

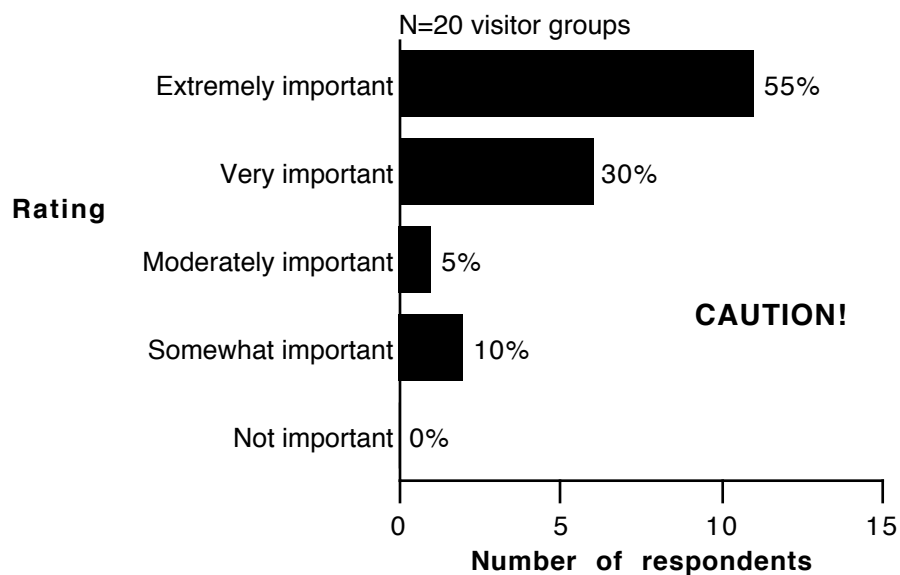


Figure 48: Importance of ranger-led programs

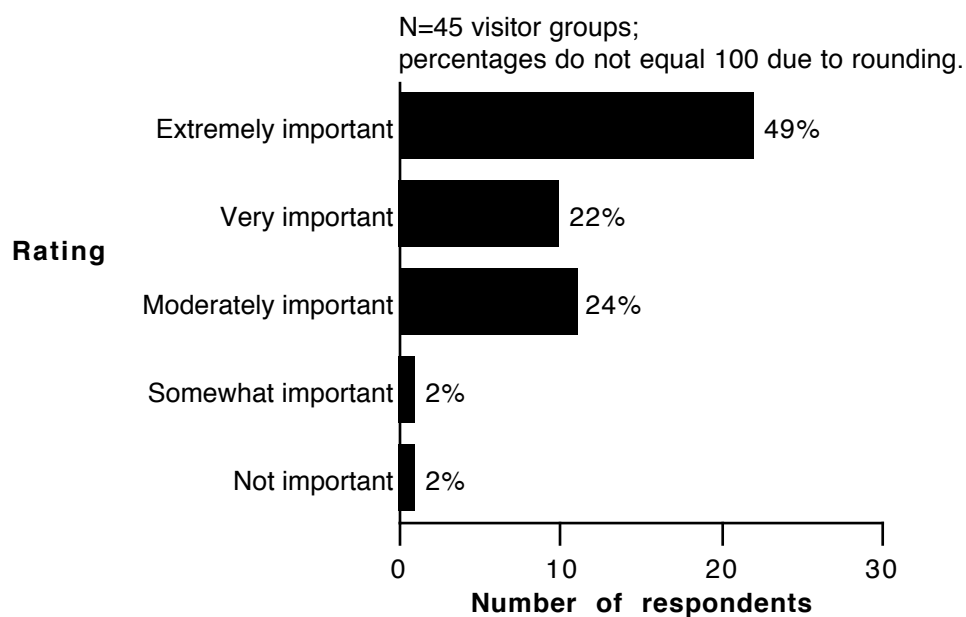


Figure 49: Importance of NPS or BLM websites

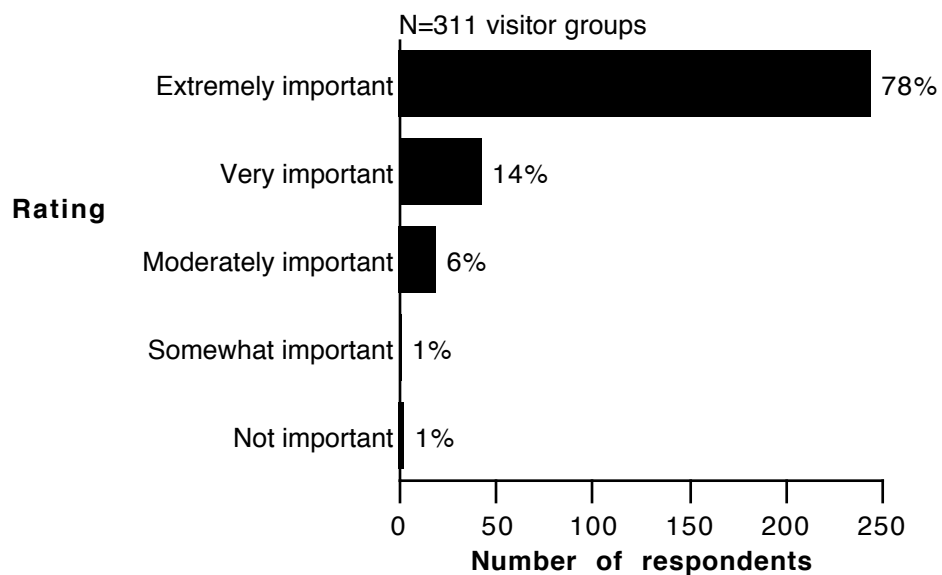


Figure 50: Importance of restrooms

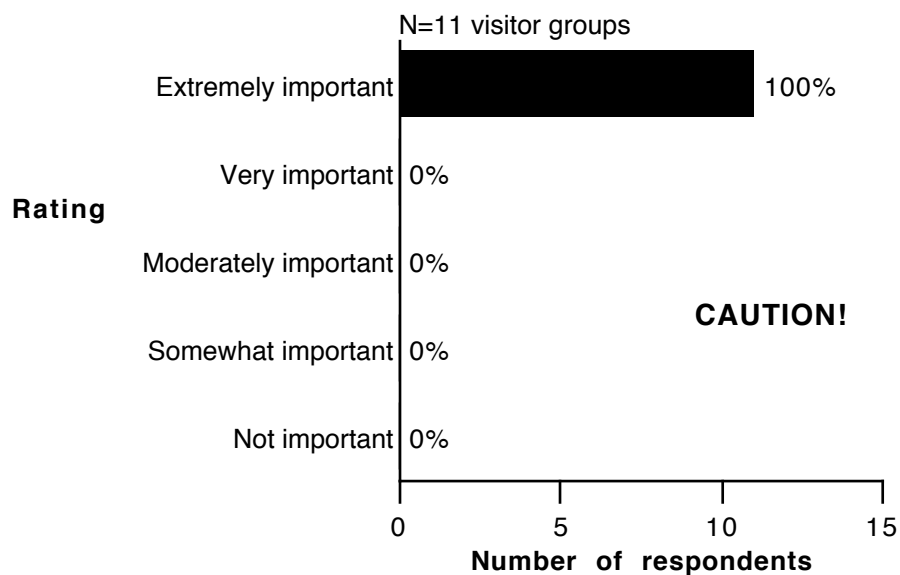


Figure 51: Importance of access for disabled persons

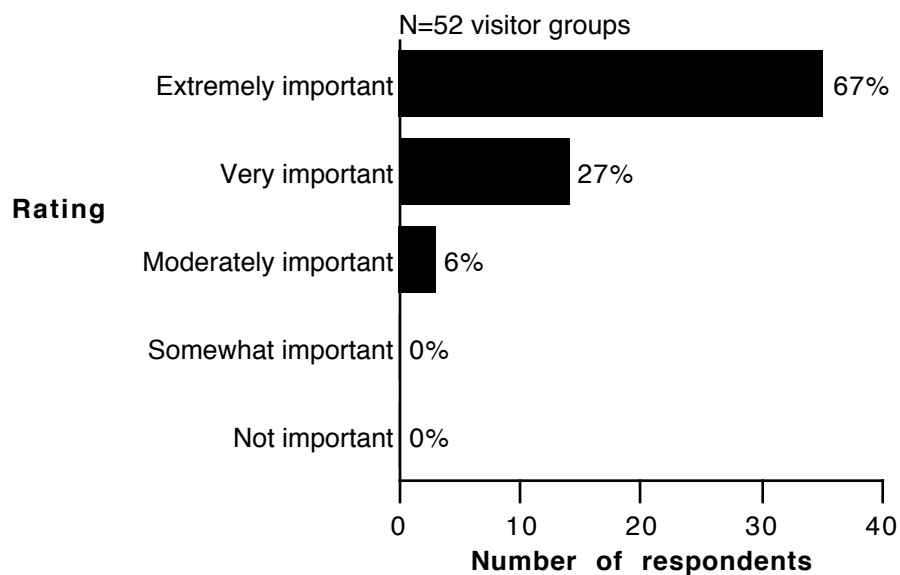


Figure 52: Importance of campground

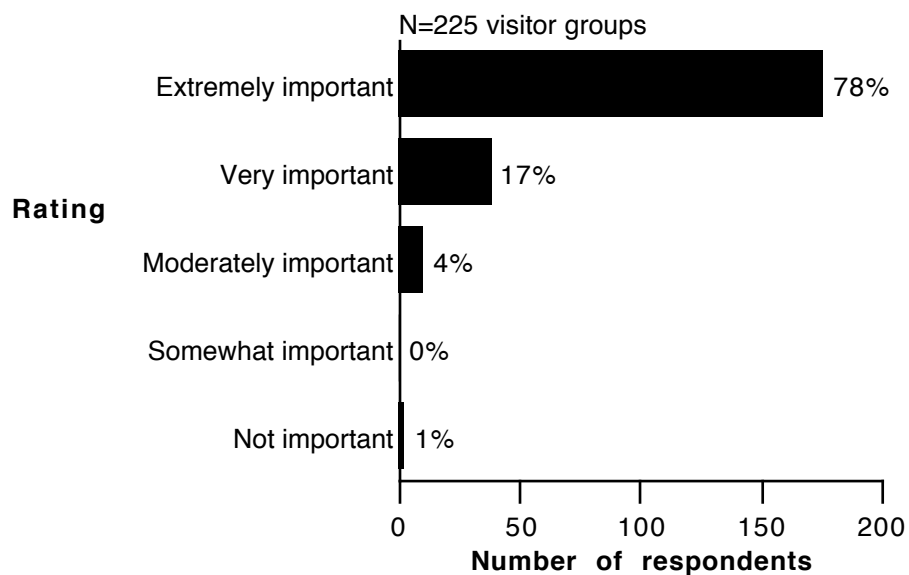


Figure 53: Importance of trails

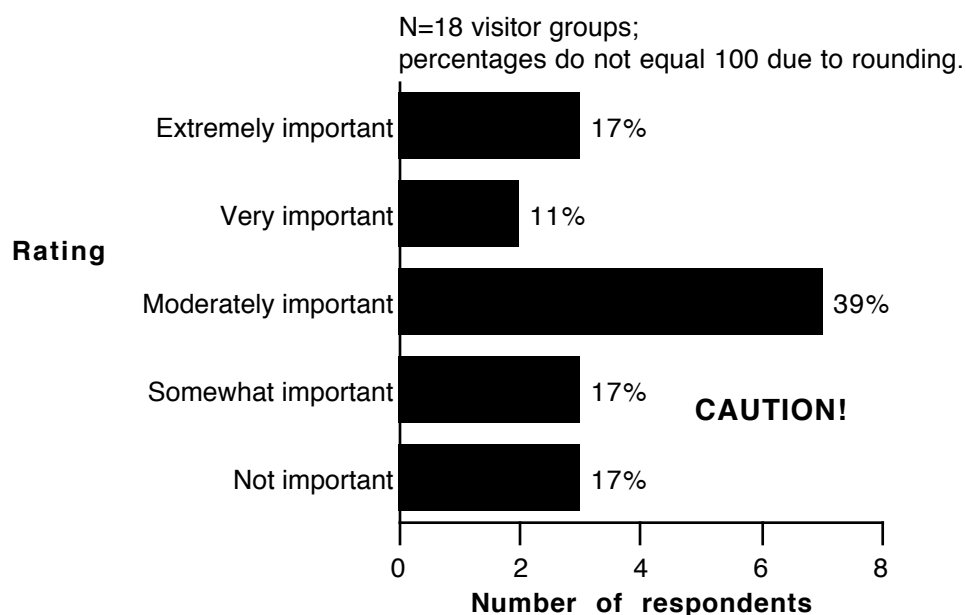


Figure 54: Importance of travelers' information radio station (AM 1610)

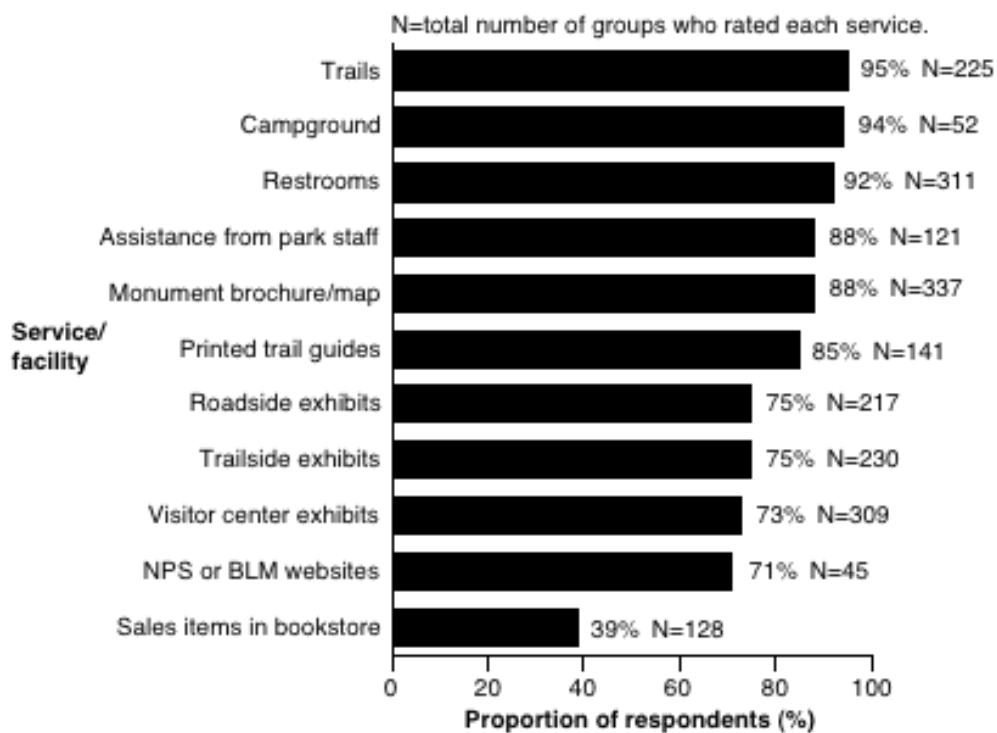


Figure 55: Combined "extremely important and "very important" ratings for visitor services and facilities

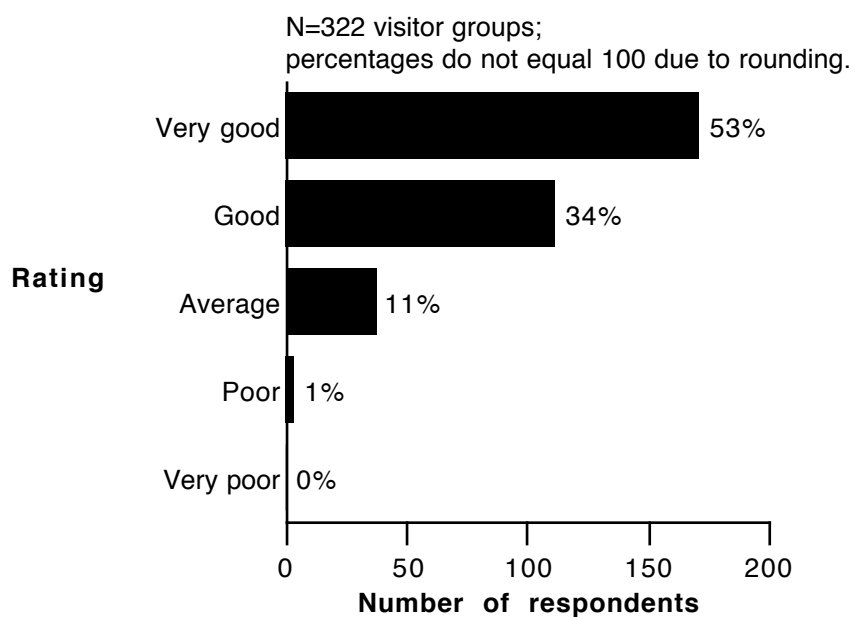


Figure 56: Quality of monument brochure/map

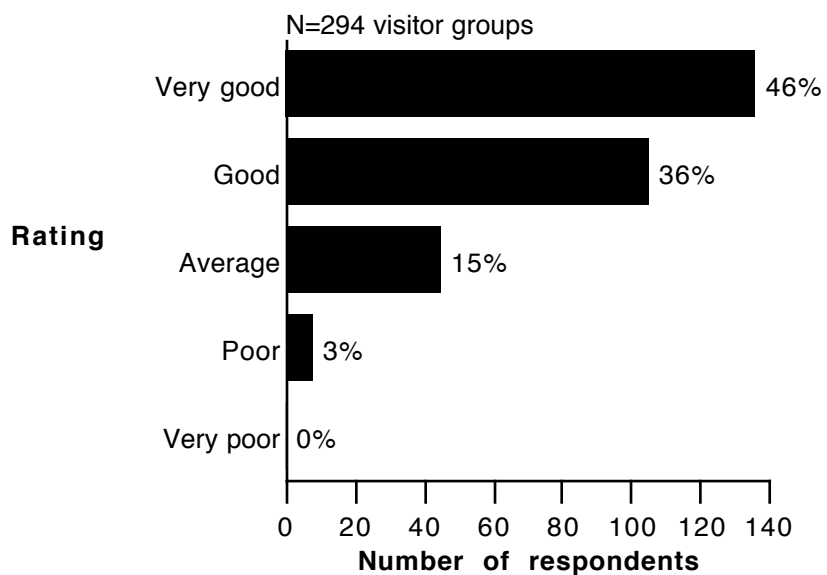


Figure 57: Quality of visitor center exhibits

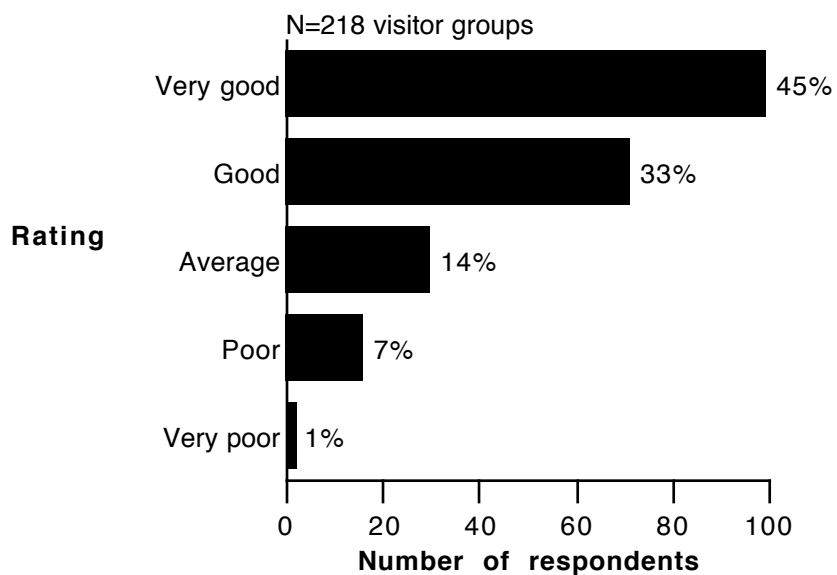


Figure 58: Quality of trailside exhibits

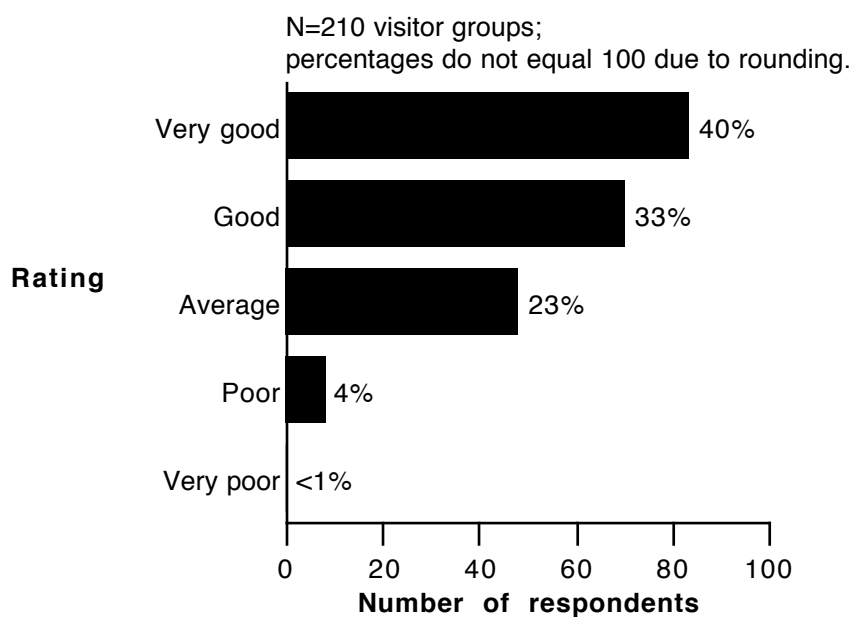


Figure 59: Quality of roadside exhibits

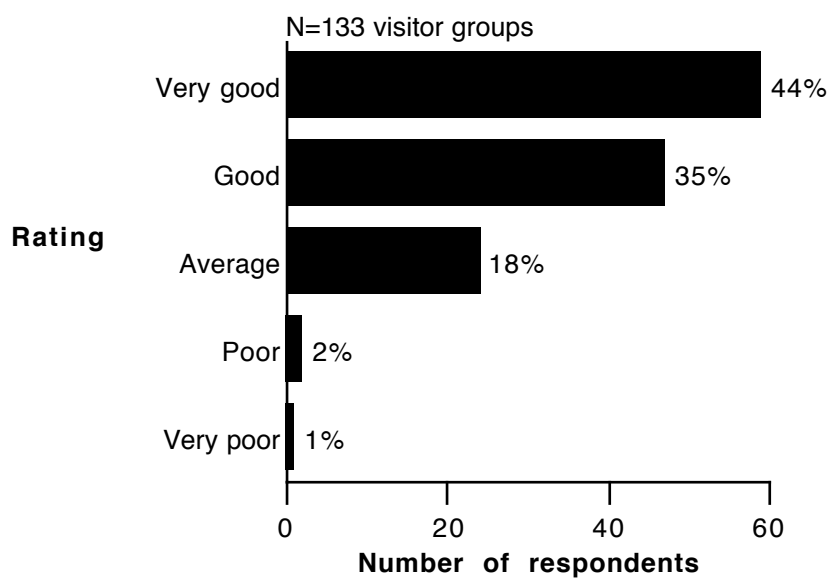
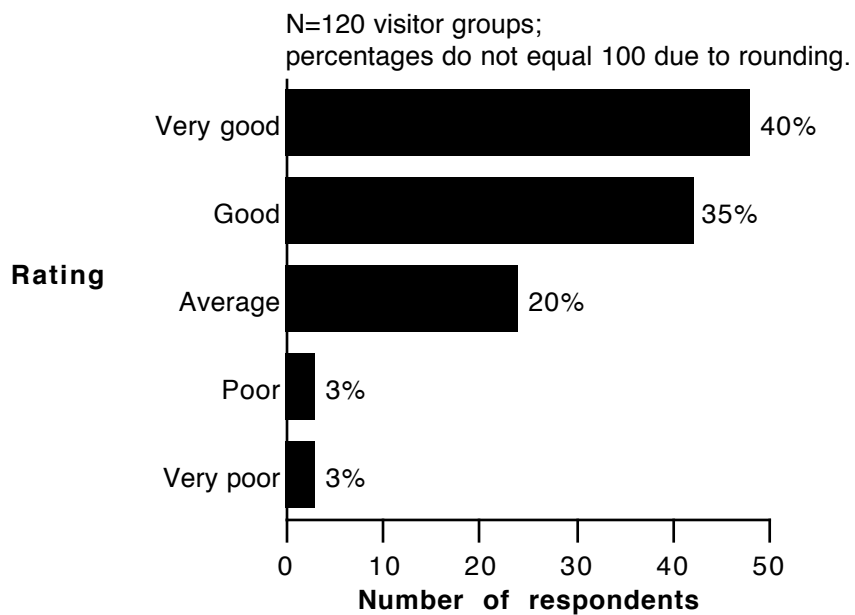


Figure 60: Quality of printed trail guides



**Figure 61: Quality of sales items in bookstore
(visitor center)**

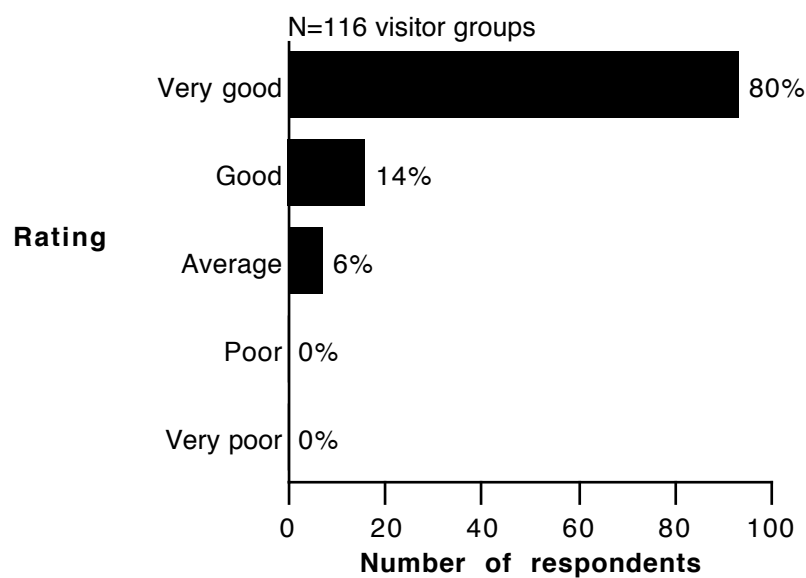


Figure 62: Quality of assistance from park staff

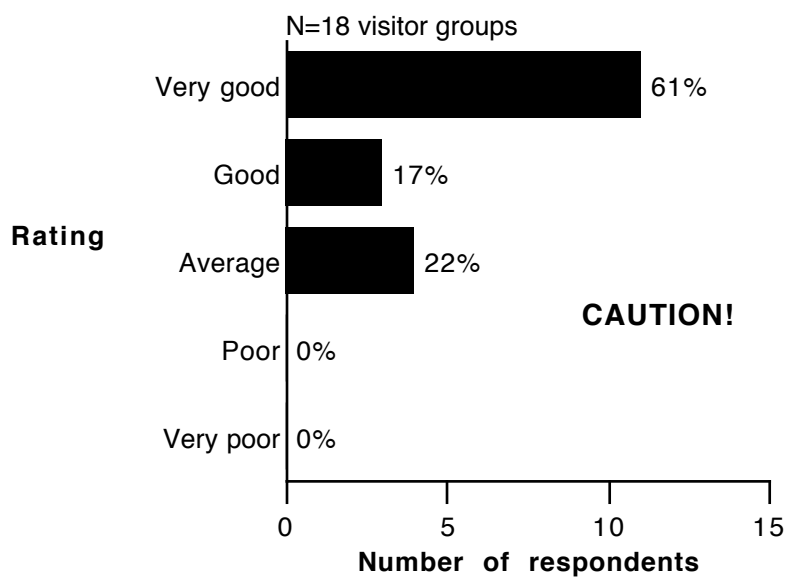


Figure 63: Quality of Junior Ranger Program

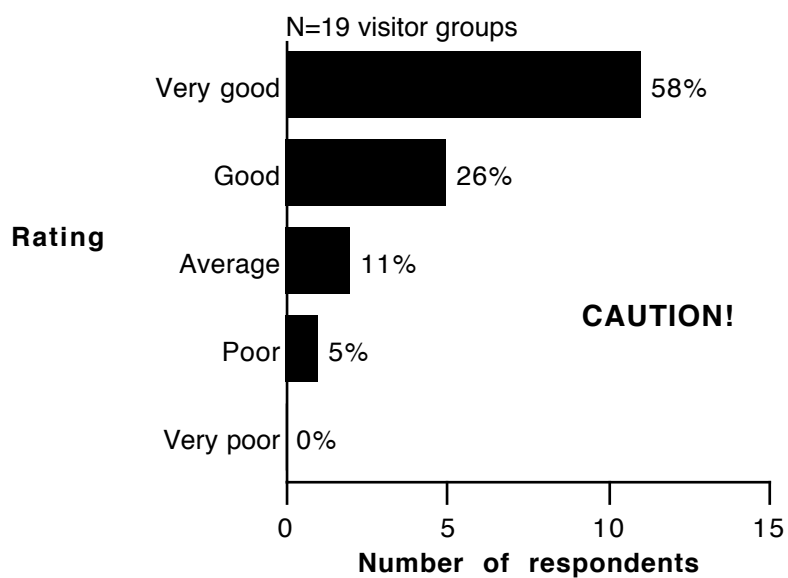


Figure 64: Quality of ranger-led programs

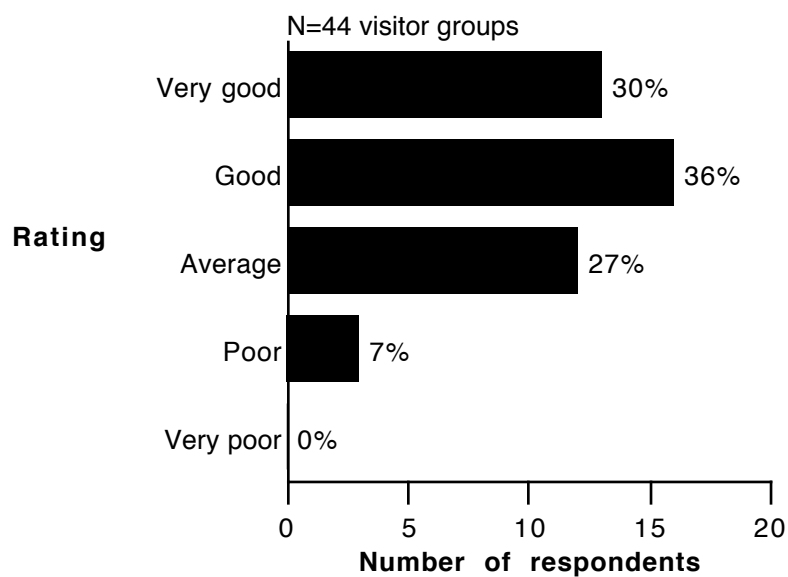


Figure 65: Quality of NPS or BLM websites

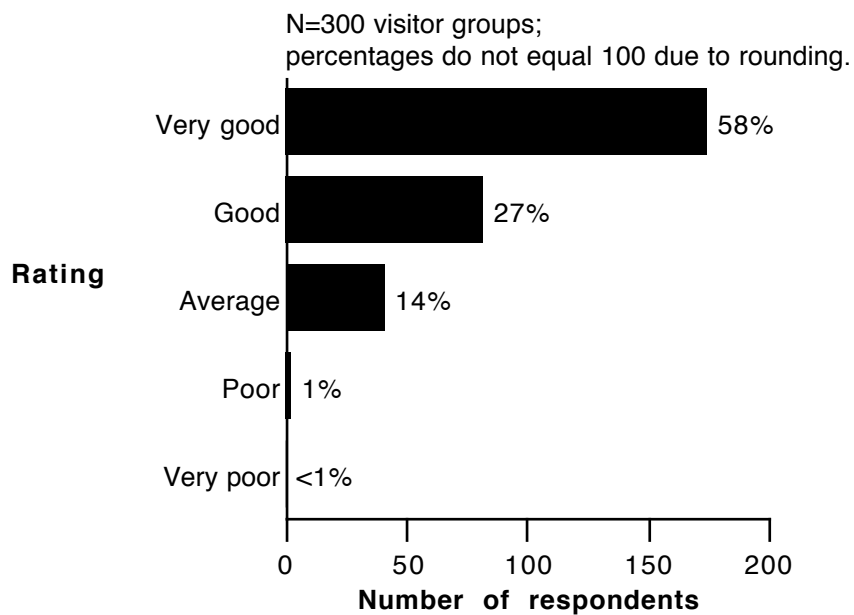


Figure 66: Quality of restrooms

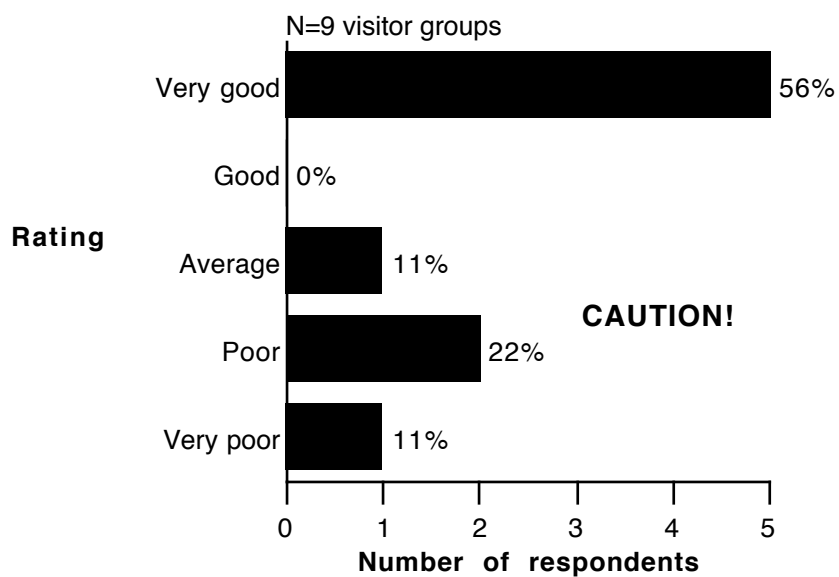


Figure 67: Quality of access for disabled persons

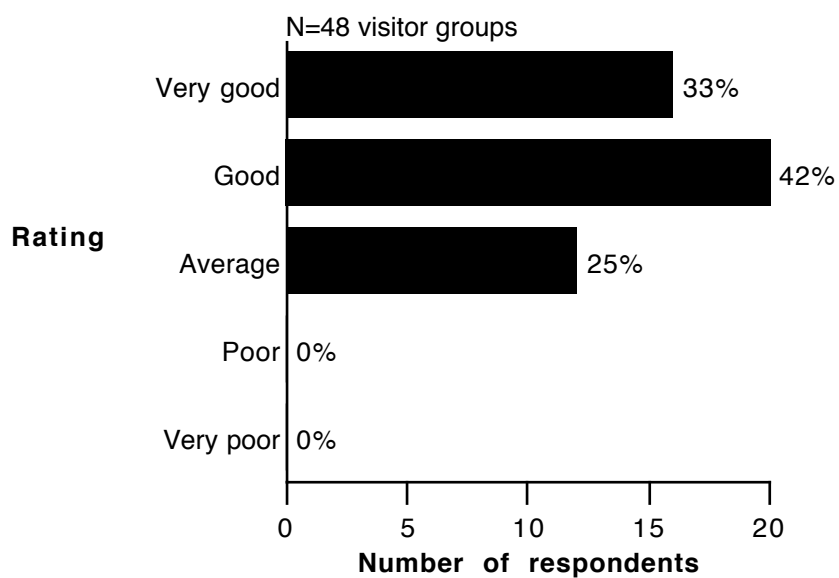


Figure 68: Quality of campground

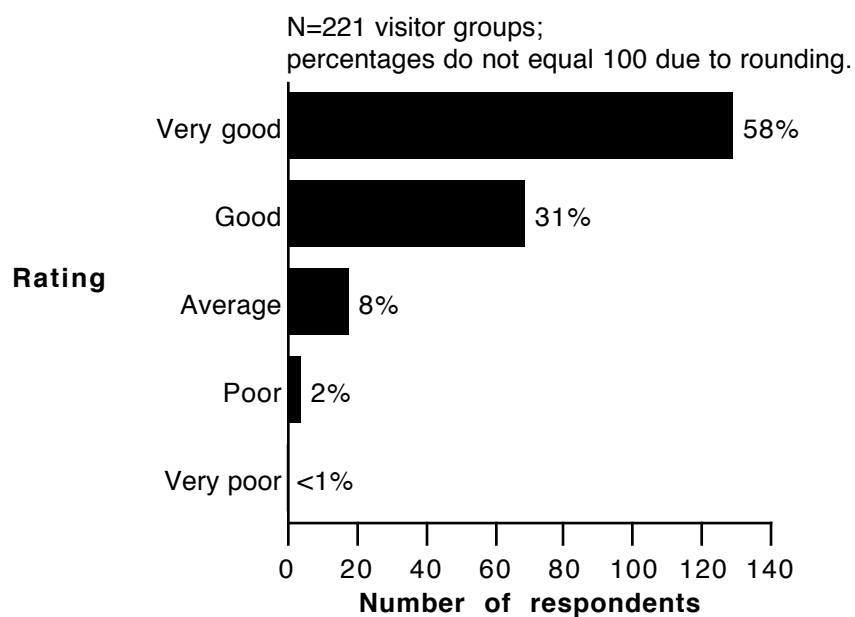


Figure 69: Quality of trails

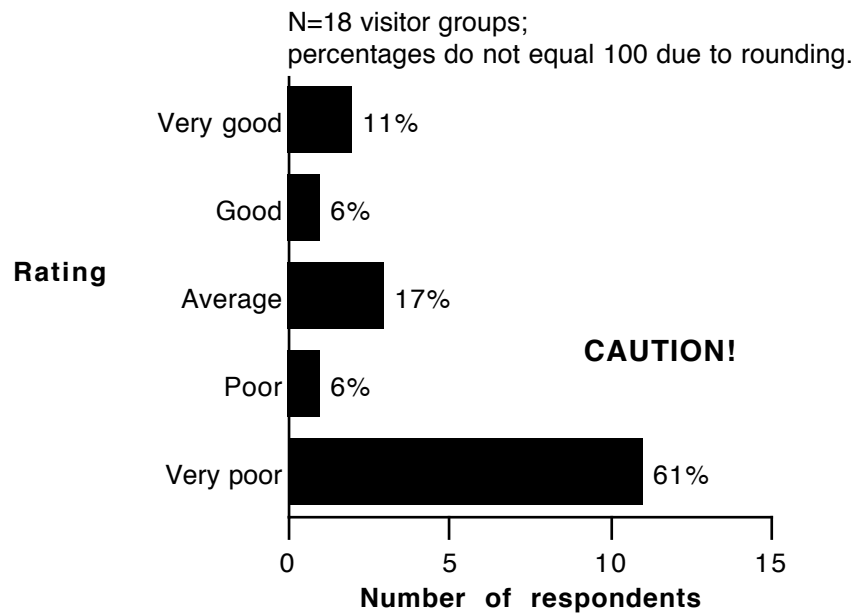


Figure 70: Quality of travelers' information radio station (AM 1610)

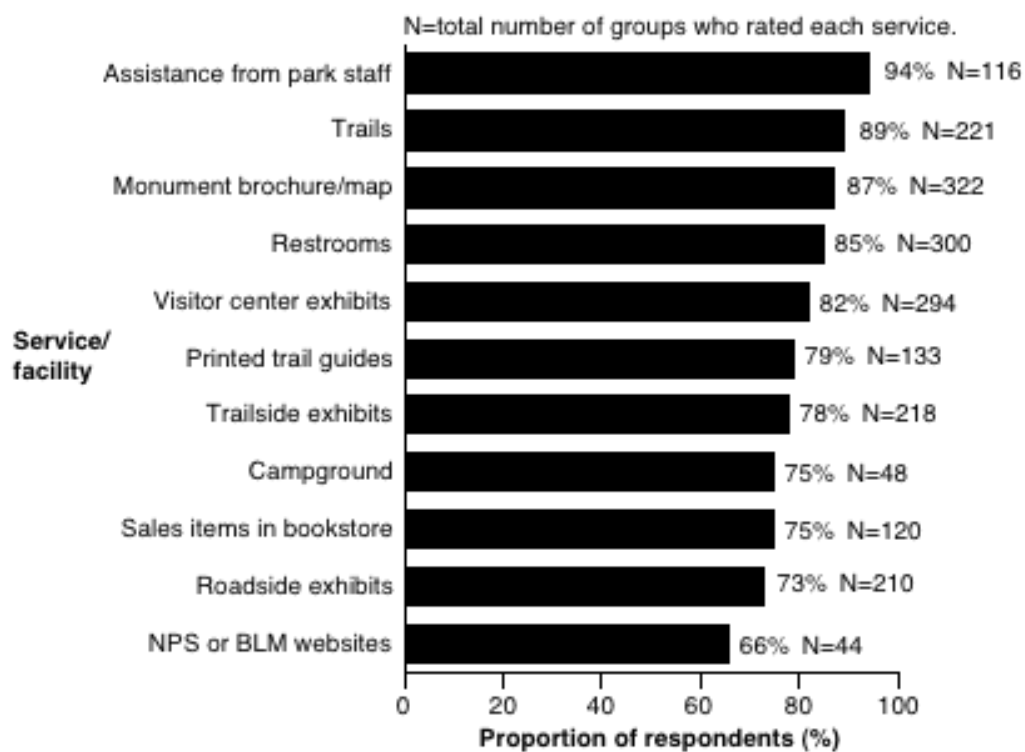


Figure 71: Combined "very good" and "good" quality ratings for visitor services and facilities

**Educational topics learned on this visit
Topic understanding improvement**

Visitor groups were asked if they learned about any of the following educational topics on this visit to the park: volcanic/geologic history, human history, plant/animal adaptations, preservation/management of park resources, and wilderness. Most visitor groups (73%) said they learned about at least one topic during this visit (see Figure 72). Twenty-one percent did not learn any of these topics on this visit and 6% were "not sure." The topics that visitors most often learned included volcanic/geologic history (99%), plant and animal adaptations (77%), and preservation/management of park resources (51%), as shown in Figure 73.

Visitors then rated how they felt their understanding of these topics improved during their visit. Over one-half of groups (58%) learned "a lot" about volcanic/geologic history and smaller proportions of visitors learned "a lot" about the other four topics (see Table 9).

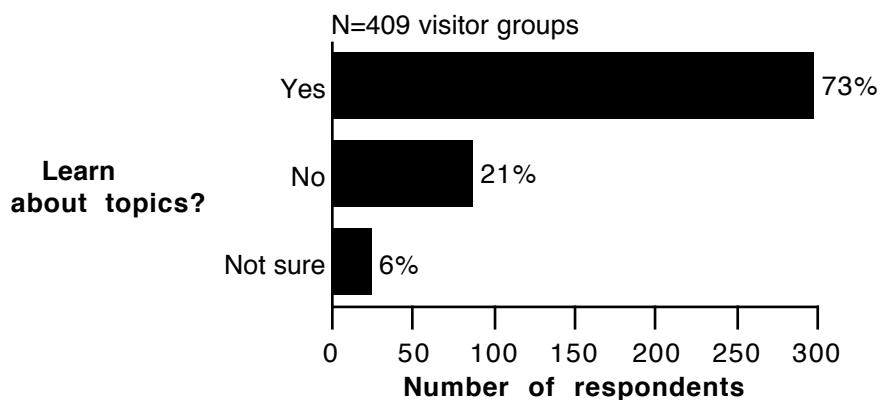


Figure 72: Visitors who learned about at least one education topic during their visit

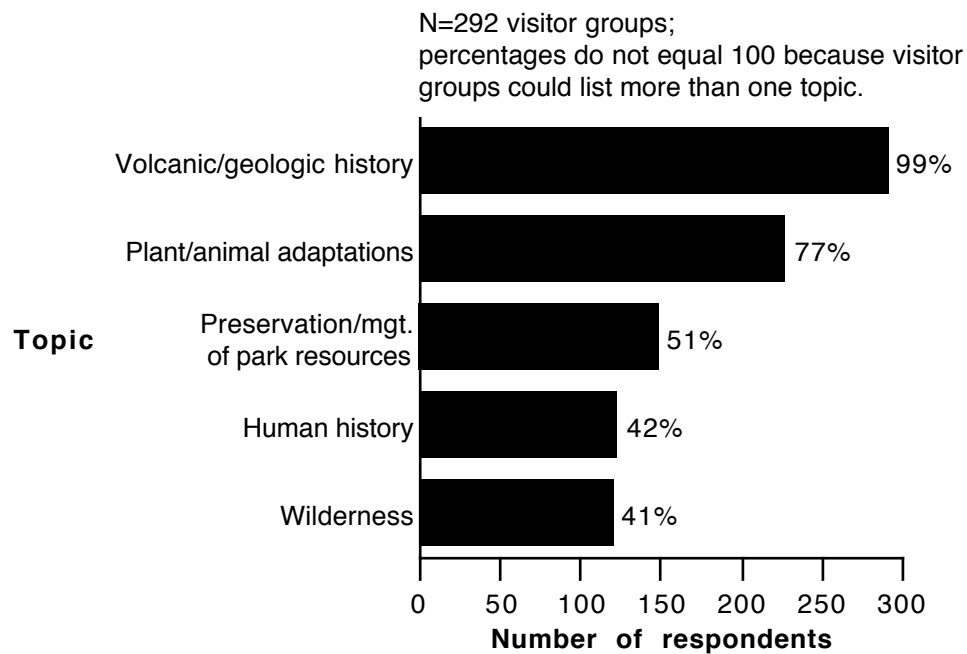


Figure 73: Topics that visitors learned during their visit

Table 9: Level of understanding improvement N=number of visitor groups who rated each topic; percentages may not equal 100 due to rounding.						
Topic	N	Rating (%)				
		A lot	Somewhat	A little	Not at all	Don't know
Volcanic/geologic history	283	58	34	7	0	<1
Human history	121	30	47	22	1	0
Plant/animal adaptations	221	39	45	14	1	<1
Preservation/management of park resources	147	35	45	16	2	2
Wilderness	119	37	40	20	2	2

Importance of selected park attributes

Visitor groups were asked to rate the importance of selected Craters of the Moon NM & PRES attributes in planning for the preservation of the park for future generations.

Table 10 summarizes visitor group ratings of each attribute. Figure 74 shows the park attributes that received the highest “extremely important” and “very important” ratings, including geology/rock formations (96%), scenic views (91%), clean air (90%), Scenic Loop Drive (88%), native vegetation (85%), and wildlife (84%). The attributes that received the highest “not important” rating were night sky/stargazing (3%) and recreational facilities including campgrounds and trails, etc. (3%).

Table 10: Importance ratings of park attributes N=number of visitor groups who rated each attribute; percentages may not equal 100 due to rounding.							
Attribute	N	Rating (%)					
		Extremely important	Very important	Moderately important	Somewhat important	Not important	Don't know
Native vegetation	412	68	17	10	1	1	3
Wildlife	411	66	18	9	1	1	4
Scenic views	411	72	19	7	1	<1	2
Clean air	410	70	20	8	<1	1	1
Geology/rock formations	409	83	13	2	1	<1	1
Exploring/visiting caves	407	51	26	14	1	2	5
Recreational facilities (campgrounds, trails, etc.)	408	36	29	22	5	3	6
Natural quiet/ sounds of nature	412	56	23	14	3	1	3
Solitude	405	42	20	25	6	2	4
Night sky/stargazing	406	34	25	16	5	3	18
Interpretive/educational programs	404	40	29	17	5	1	8
Monument staff	406	45	32	16	2	1	4
Scenic Loop Drive	409	62	26	10	1	1	1
Wilderness/backcountry areas	405	36	26	16	5	2	15

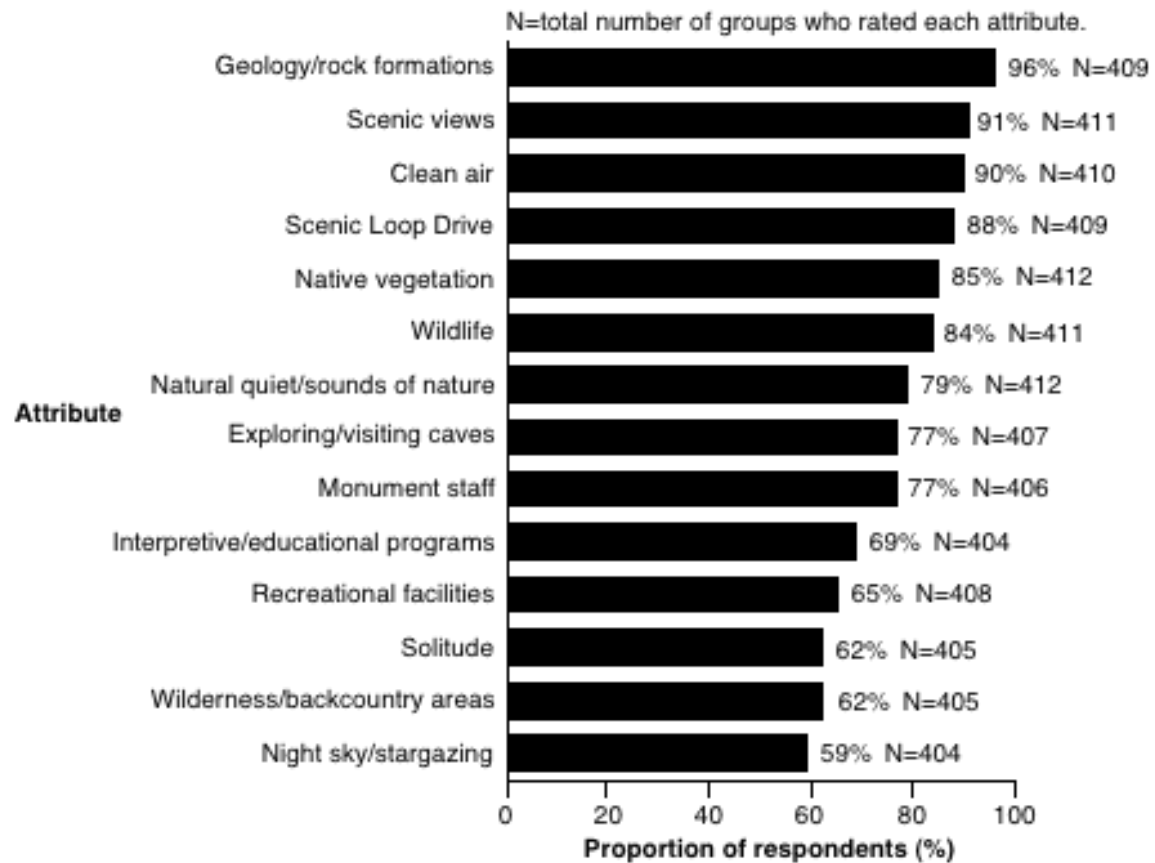


Figure 74: Combined “extremely important” and “very important” ratings for selected park attributes

Total expenditures

Visitor groups were asked to list the amount of money they spent during their visit to Craters of the Moon NM & PRES and the surrounding area (within 50 miles of the park). Groups were asked to list the amounts they spent for lodging; camping fees; restaurants and bars; groceries and takeout food; gas and oil; other transportation expenses; admissions, recreation, and entertainment fees; and all other purchases.

For total expenditures in and around the park, 42% of visitor groups spent between \$1 and \$50 during their visit (see Figure 75). Twenty percent of visitors spent \$51-100. The greatest proportion of expenditures (23%) was for admission, recreation, entertainment, etc., as shown in Figure 76.

During their stay in the park, and the area within 50 miles, the average visitor group expenditure was \$118. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$50. The average per capita expenditure was \$38.

Visitor groups were asked to list how many adults (18 years or older) and children (under 18 years) were covered by their expenditures. Sixty-eight percent of visitor groups had two adults, while 14% had one adult (see Figure 77). Figure 78 shows that 58% of groups had one or two children in their group and 21% had three or more children. Twenty-one percent of groups did not visit with children.

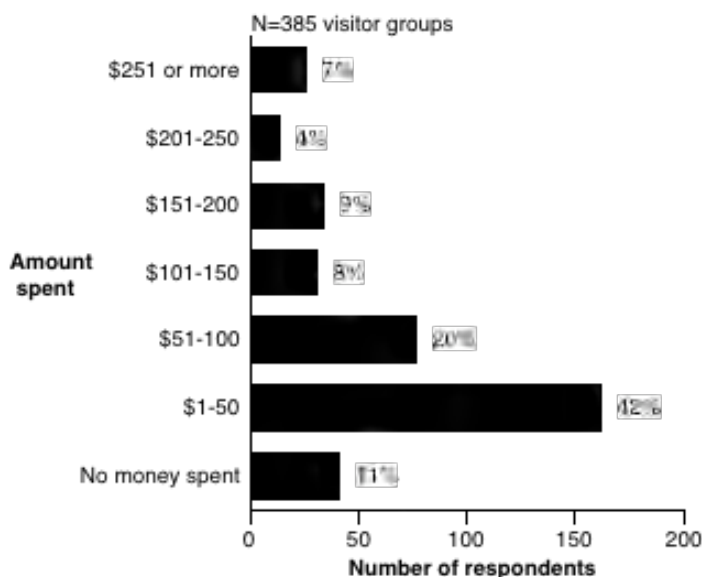


Figure 75: Total expenditures in and out of Craters of the Moon NM & PRES

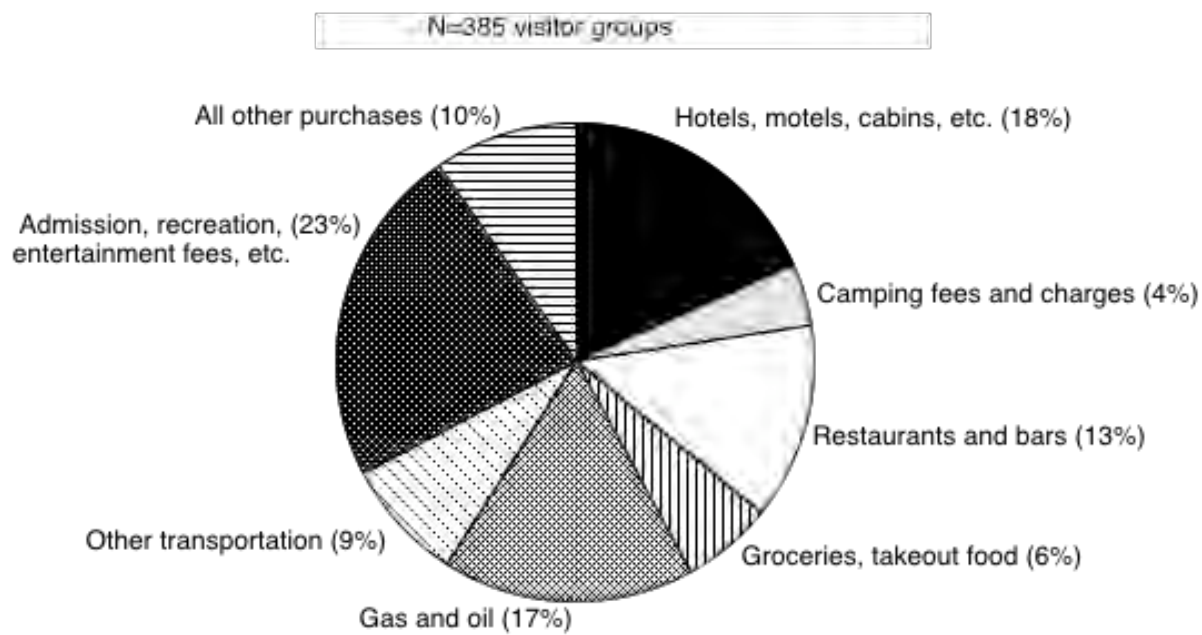


Figure 76: Proportions of expenditures in and out of Craters of the Moon NM & PRES

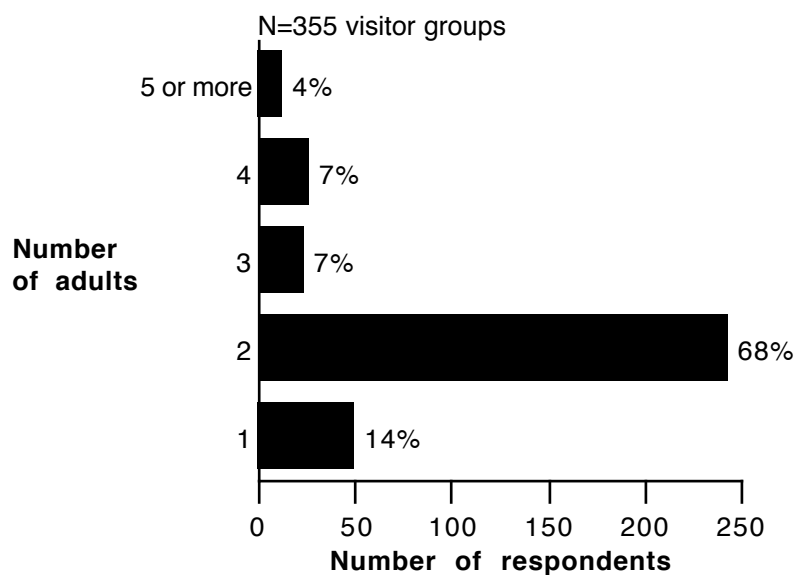


Figure 77: Number of adults covered by expenditures

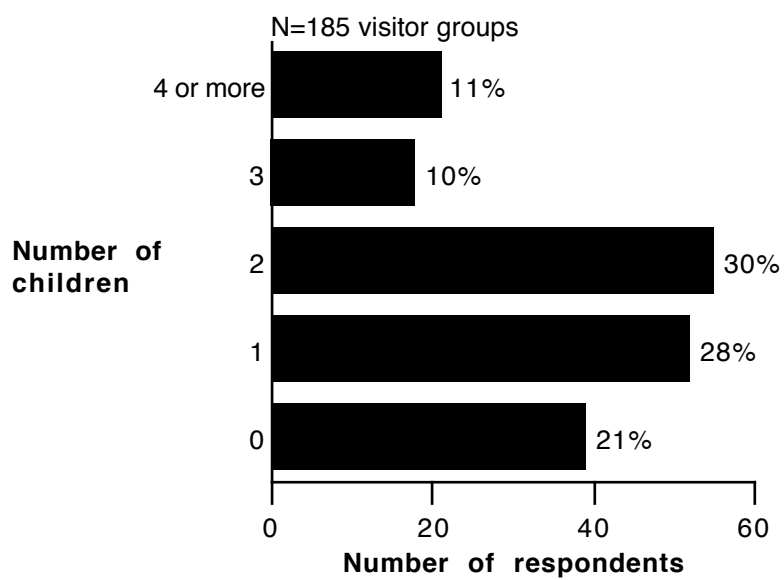


Figure 78: Number of children covered by expenditures

Expenditures inside the park

Total expenditures inside the park: Fifty-five percent of visitor groups spent from \$1 and \$25 and 22% spent no money (see Figure 79).

“All other purchases” accounted for 45% of expenditures in the park (see Figure 80). Another 33% comprised admission, recreation and entertainment fees, etc.

The average visitor group expenditure in the park during this visit was \$17. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$6. The average per capita expenditure was \$8.

Camping fees and charges: Seventy-three percent of visitor groups spent no money in the park and 25% of visitors spent up to \$25 (see Figure 81).

Transportation expenses inside the park (rental cars, auto repairs, taxies, not including airfare): Most visitor groups (98%) spent no money (see Figure 82).

Admission, recreation, and entertainment fees inside the park: Almost one-half of groups (49%) spent \$1-25 and 40% spent no money (see Figure 83).

All other purchases (souvenirs, film, books, sporting goods, clothing, etc): Forty-five percent of visitor groups spent no money and 41% spent between \$1 and \$25 (see Figure 84).

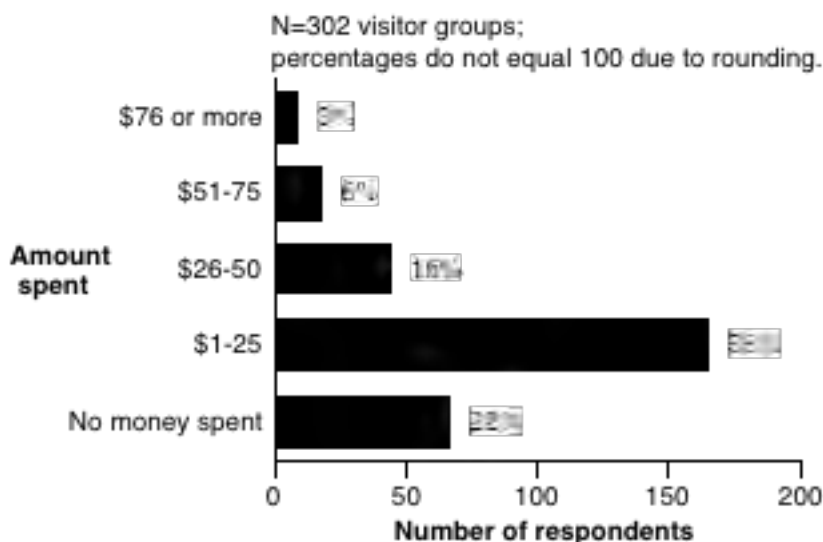


Figure 79: Total expenditures in Craters of the Moon NM & PRES

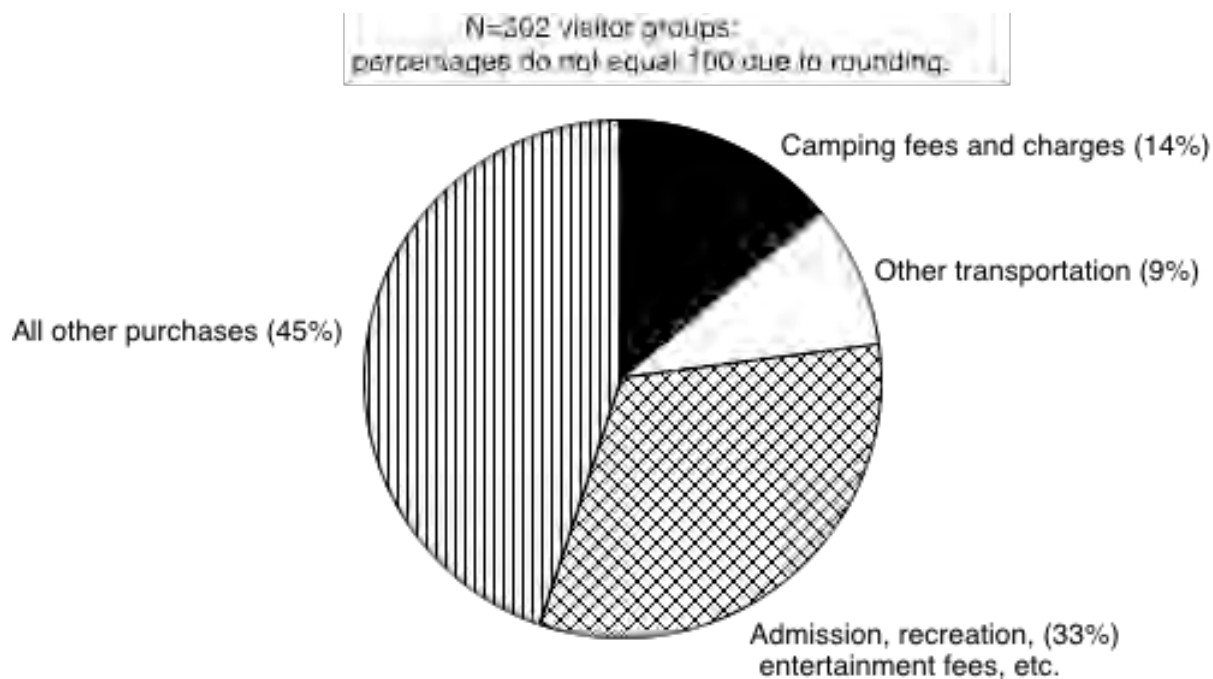


Figure 80: Proportions of expenditures in Craters of the Moon NM & PRES

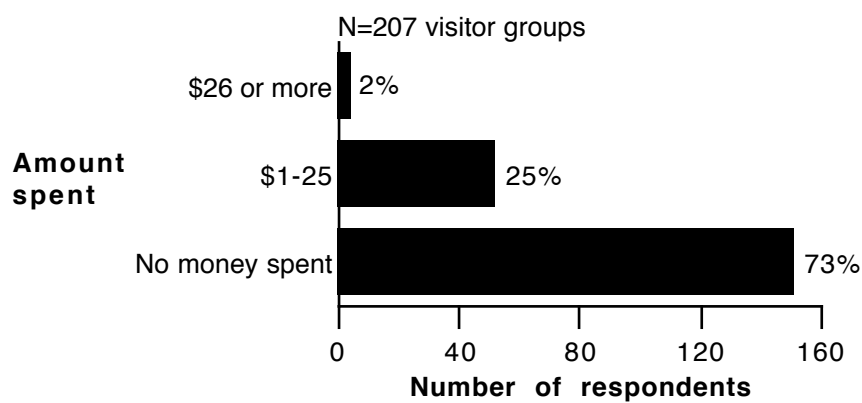


Figure 81: Expenditures for camping fees and charges inside the park

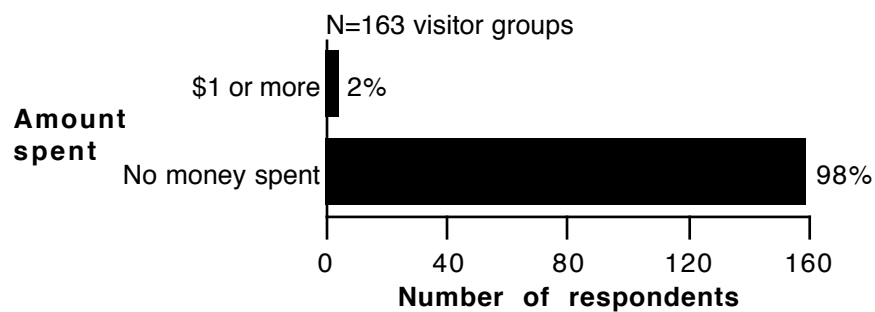


Figure 82: Expenditures for other transportation expenses inside the park

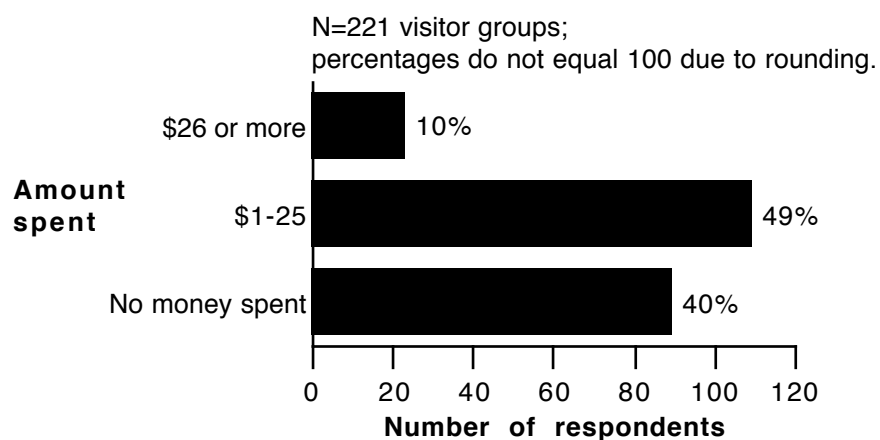


Figure 83: Expenditures for admission, recreation, and entertainment fees inside the park

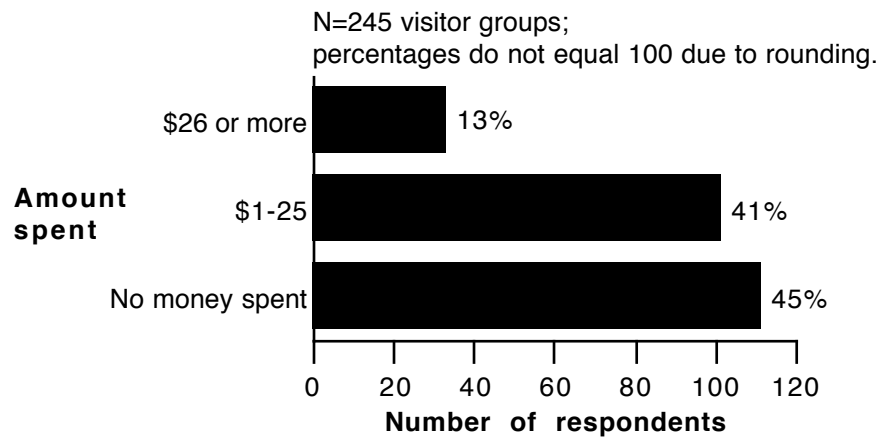


Figure 84: Expenditures for all other purchases inside the park

Expenditures outside the park

Total expenditures outside the park: Fifty-one percent of visitor groups spent \$1-100 in the area outside Craters of the Moon NM & PRES within a 50-mile drive (see Figure 85). Twenty-two percent of groups spent no money and 27% spent \$101 or more.

The largest proportions of expenditures outside of the park were for admission, recreation, entertainment fees, etc. (22%), hotels, motels, etc. (21%), and gas and oil (19%), as shown in Figure 86.

The average visitor group expenditure outside of the park during this visit was \$116. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$40. The average per capita expenditure was \$47.

Hotels, motels, cabins, B&B, etc. outside the park: Seventy percent of visitor groups spent no money and 20% spent up to \$100 (see Figure 87).

Camping fees and charges outside the park: Most groups (82%) spent no money and 10% spent up to \$25 (see Figure 88).

Restaurants and bars outside the park: Fifty-four percent of groups spent no money and 36% spent up to \$50 (see Figure 89).

Groceries and takeout food outside the park: Over one-half of visitor groups (57%) spent no money and 30% spent up to \$25 (see Figure 90).

Gas and oil outside the park: Thirty-four percent of groups spent no money and 57% spent up to \$50 (see Figure 91).

Other transportation expenses outside the park (rental cars, auto repairs, taxies, but not including airfare): Most visitor groups (92%) spent no money (see Figure 92).

Admission, recreation, and entertainment fees outside the park: Most groups (82%) spent no money and 10% spent up to \$25 (see Figure 93).

All other purchases outside the park (souvenirs, film, books, sporting goods, clothing, etc): Most visitor groups (75%) spent no money and 17% spent up to \$25 (see Figure 94).

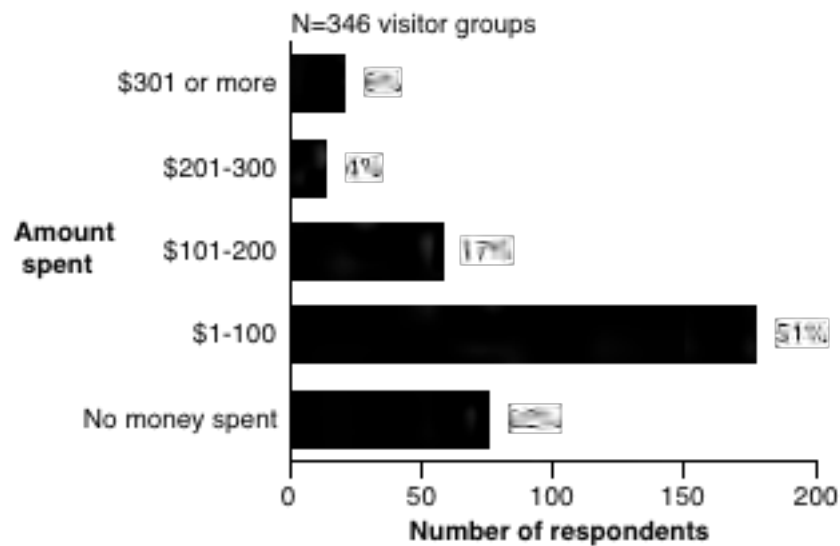


Figure 85: Total expenditures outside Craters of the Moon NM & PRES

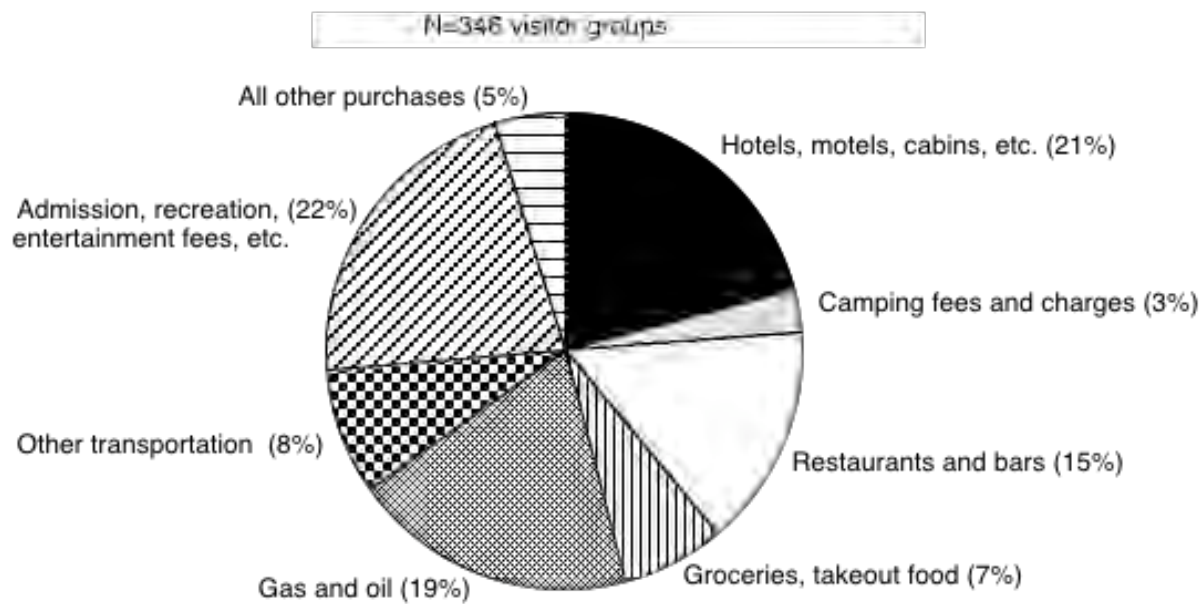


Figure 86: Proportions of expenditures outside Craters of the Moon NM & PRES

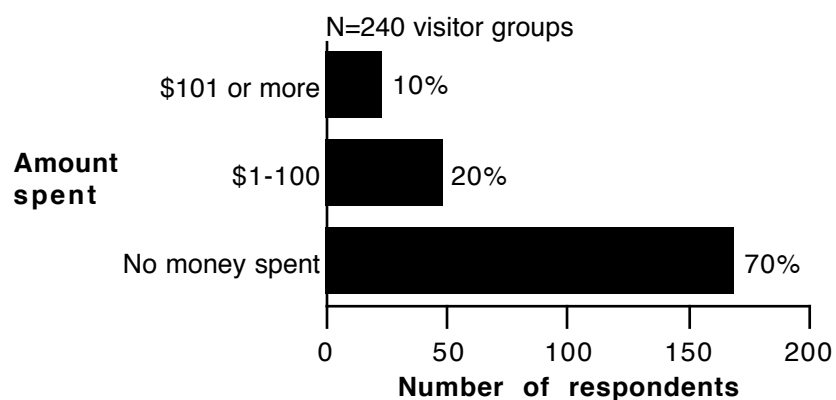


Figure 87: Expenditures for hotels, motels, cabins, B&B, etc. outside the park

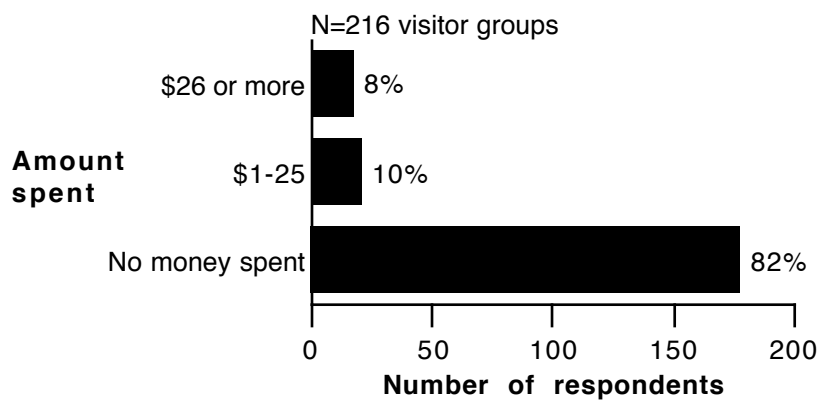


Figure 88: Expenditures for camping fees and charges outside the park

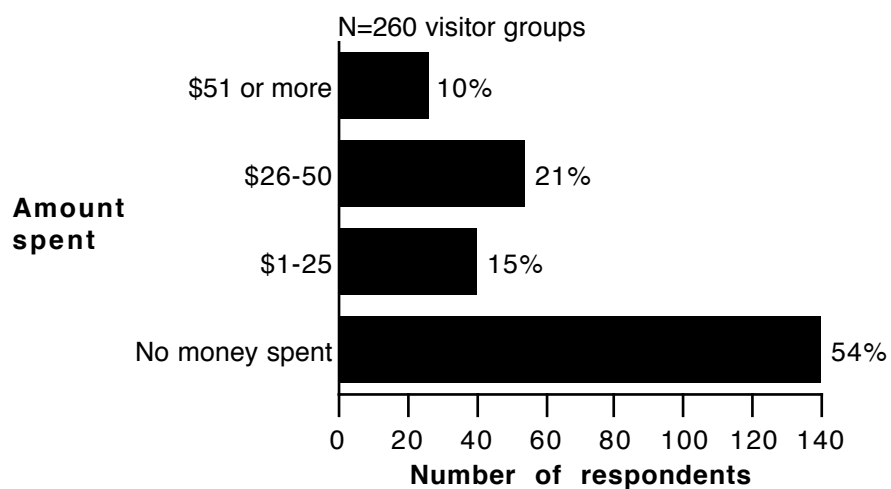


Figure 89: Expenditures for restaurants and bars outside the park

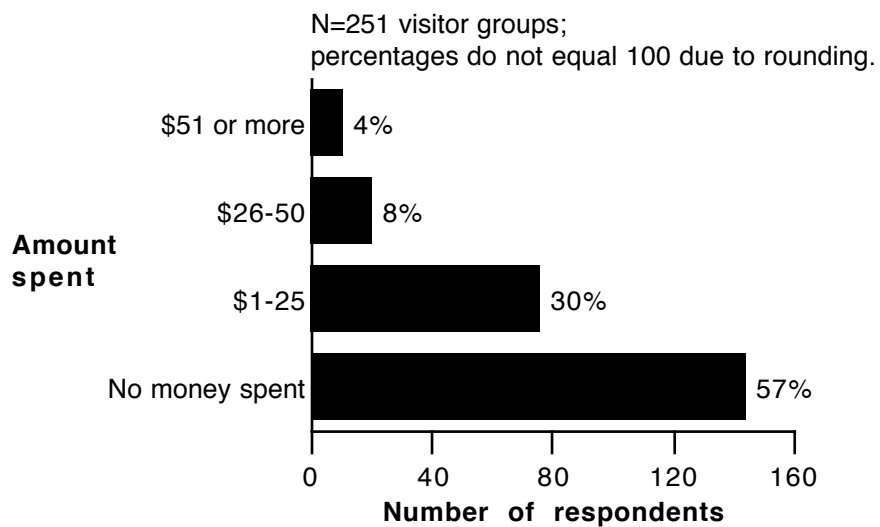


Figure 90: Expenditures for groceries and takeout food outside the park

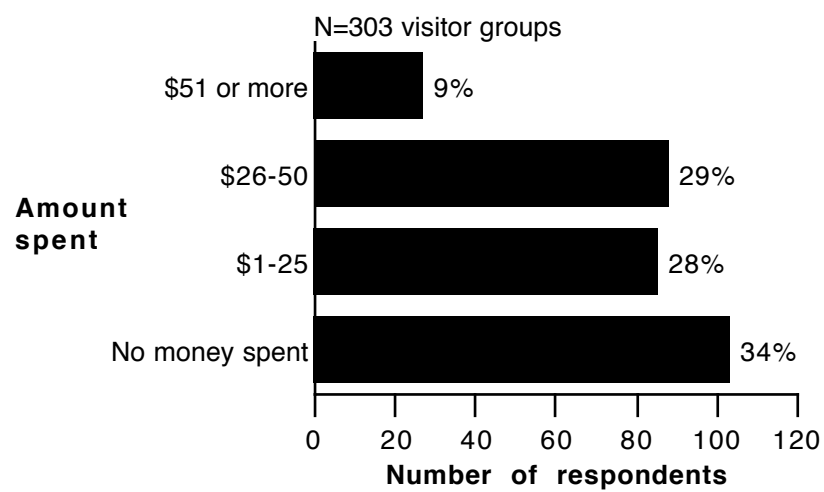


Figure 91: Expenditures for gas and oil outside the park

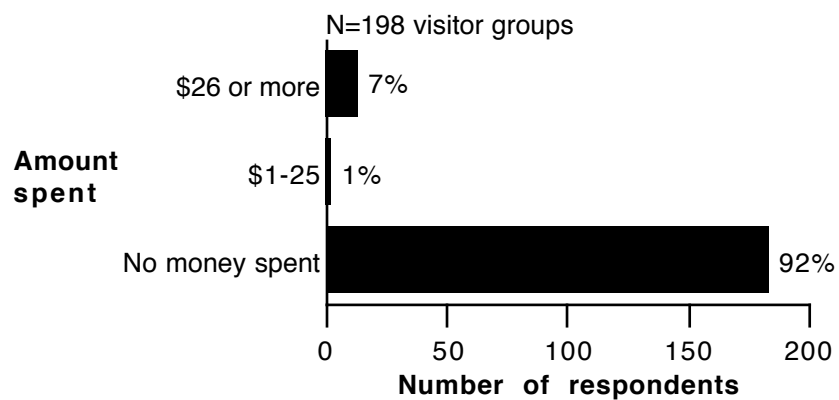


Figure 92: Expenditures for other transportation expenses outside the park

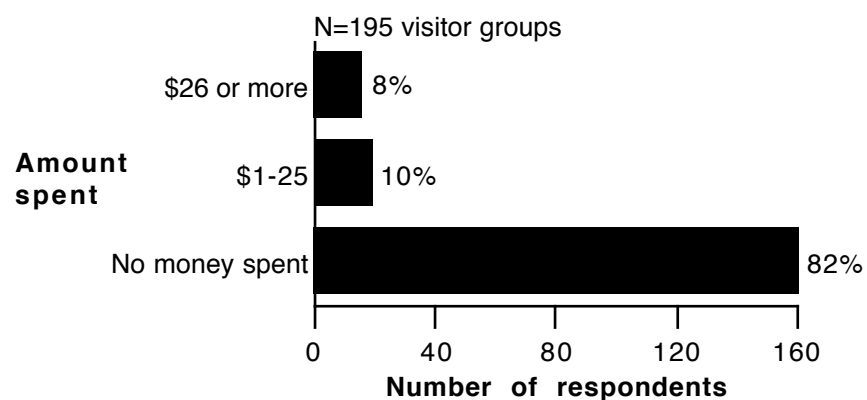


Figure 93: Expenditures for admissions, recreation, and entertainment fees outside the park

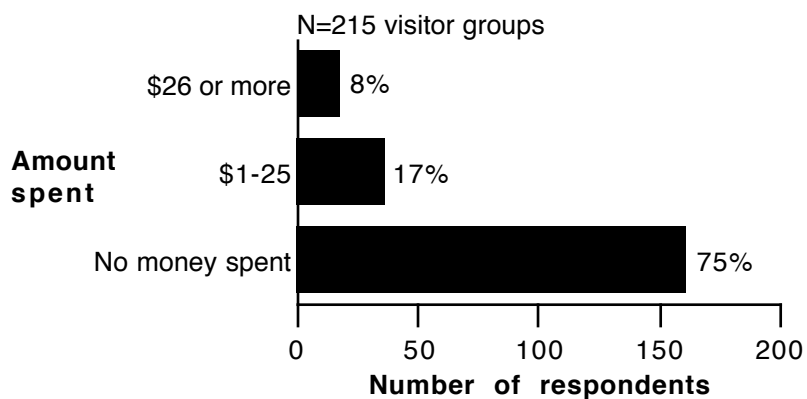


Figure 94: Expenditures for all other purchases outside the park

Visitor opinions about crowding in the park

Visitor groups were asked, "Did you and your group feel crowded during this visit to Craters of the Moon NM & PRES?" One-half of the visitor groups (50%) said the park was "very uncrowded," as shown in Figure 95. Twenty-six percent of groups said the park was neither crowded nor uncrowded, while 19% said it was "somewhat uncrowded." No visitor groups rated the park as "very crowded."

Groups who rated the park as "very crowded" or "somewhat crowded" were asked to list the places where they felt crowded. Their responses are shown in Table 10, with trails and the visitor center as the most crowded places.

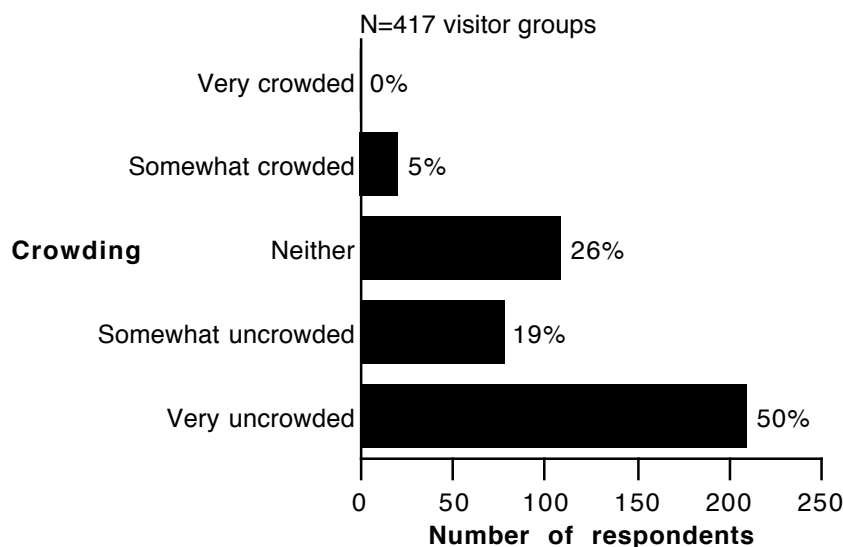


Figure 95: Visitor opinions about crowding in the park

Table 10: Crowded places in the park

N=30 places;
some visitor groups made more than one comment.

Place	Number of times mentioned
Trails	8
Visitor center	7
Campground	5
Caves	4
Parking	2
Pullouts with interpretive signs	2
Other places	2

Visitor opinions about future facilities/uses

Visitor groups were asked, "On a future visit to Craters of the Moon NM & PRES what facilities/uses would you like to have available in the newly designated areas of the Monument & Preserve?" Thirty-seven percent of the groups wanted no new facilities/uses, keeping the park as it is; 63% wanted new facilities/uses (see Figure 96). Of those who wanted new facilities/uses, the most common responses were improved maps of expanded area (43%), interpretive signs (38%), and maintained trails (36%), as shown in Figure 97. "Other" responses are shown in Table 11, with water and showers listed most often.

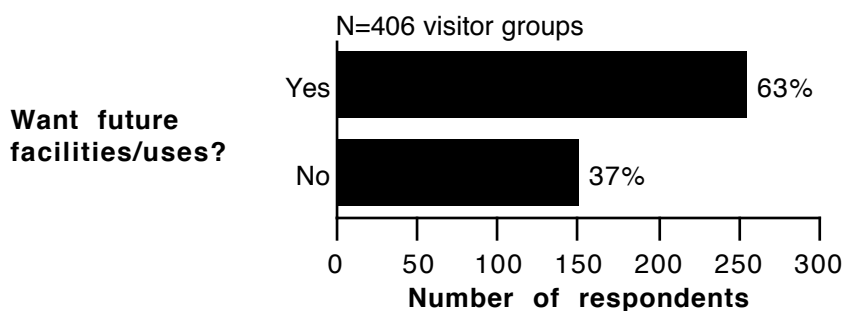


Figure 96: Visitors who want new future facilities/uses

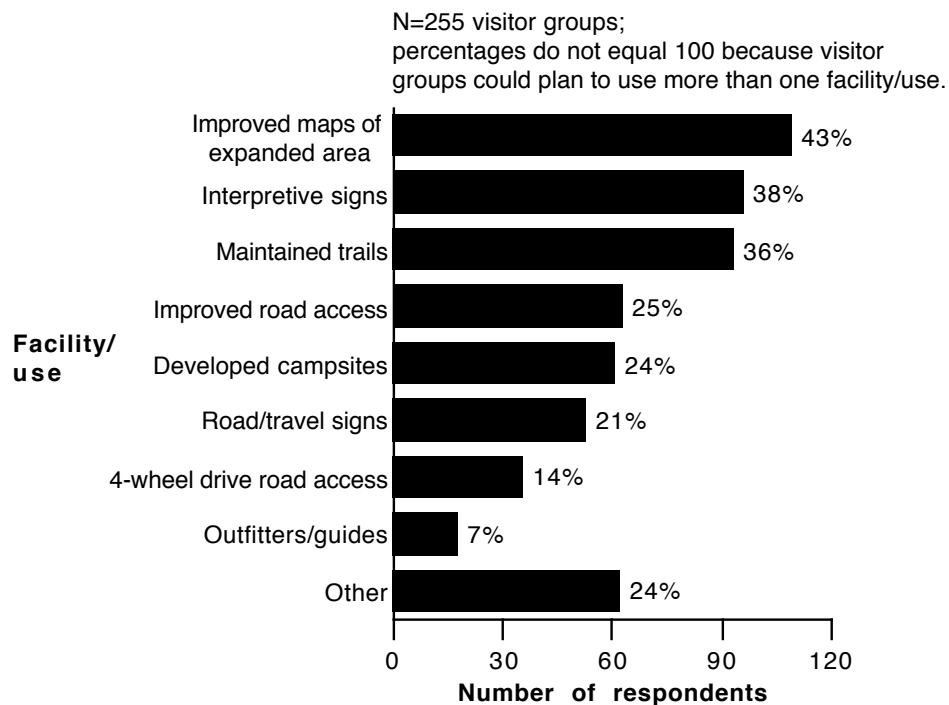


Figure 97: Future facilities/uses preferred by visitors

Table 11: “Other” preferences for facilities/uses

N=59 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Water	8
Showers	7
Shade/sheltered rest areas/campsites	6
Snacks/refreshments	5
Pet trails	3
Educate visitors	3
Improve campgrounds	3
Rent flashlights	3
Air conditioned visitor center	2
Benches	2
Guided tour	2
Picnic areas	2
Restrooms	2
Tram	2
Other	9

Likelihood of visiting park's newly designated areas in future

Visitor groups were asked, "On a future visit, would you be likely to visit the newly designated areas of Craters of the Moon NM & PRES?" Sixty-seven percent of visitor groups said they likely would visit new areas, but 27% were "not sure," as shown in Figure 98. Seven percent said it was unlikely that they would visit.

Groups were also asked if they would be more likely to visit the new areas if outfitters or guides were available. Forty-five percent were "not sure," while 32% said that having guides/outfitters was unlikely to encourage them to visit the new areas (see Figure 99). Twenty-three percent said having outfitters and guides would encourage them to visit.

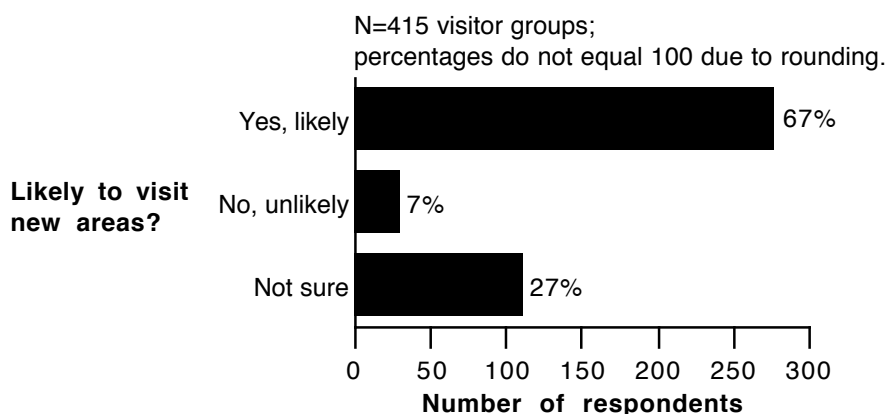


Figure 98: Likelihood of visiting newly designated areas in future

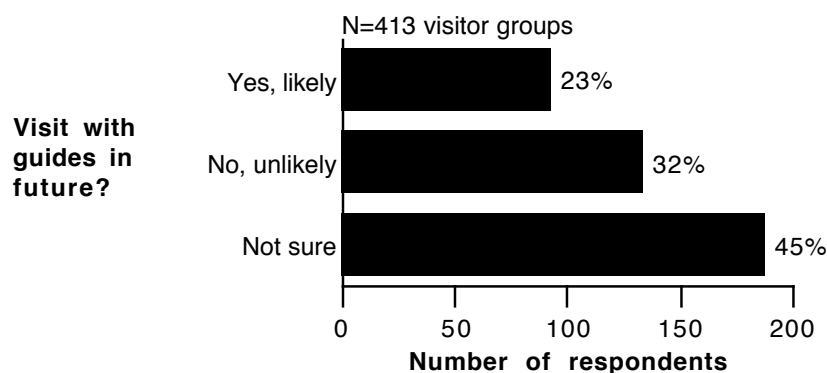


Figure 99: Likelihood of visiting newly designated areas if outfitters/guides were available

Preferred methods of learning on a future visit

Visitor groups were asked, "On a future visit to Craters of the Moon NM & PRES, how would you and your group prefer to learn about the cultural and natural history?" Most visitor groups (94%) said they would be interested in learning about the cultural and natural history on a future visit, while 6% would not (see Figure 100). The most preferred methods of learning included printed trail guides (72%), road/trailside exhibits (65%), and other printed materials including books, brochures, maps, park newspaper, etc. (62%), as shown in Figure 101.

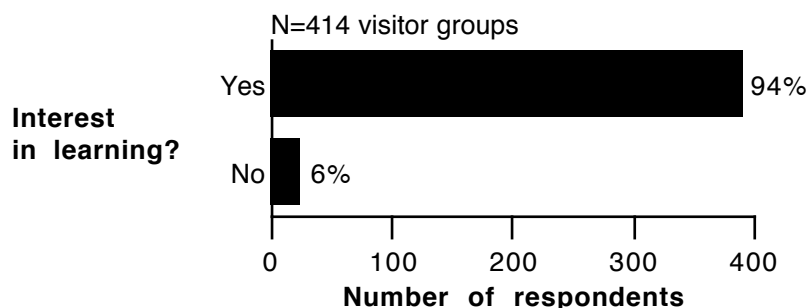


Figure 100: Visitor interest in learning about cultural/ natural history on a future visit

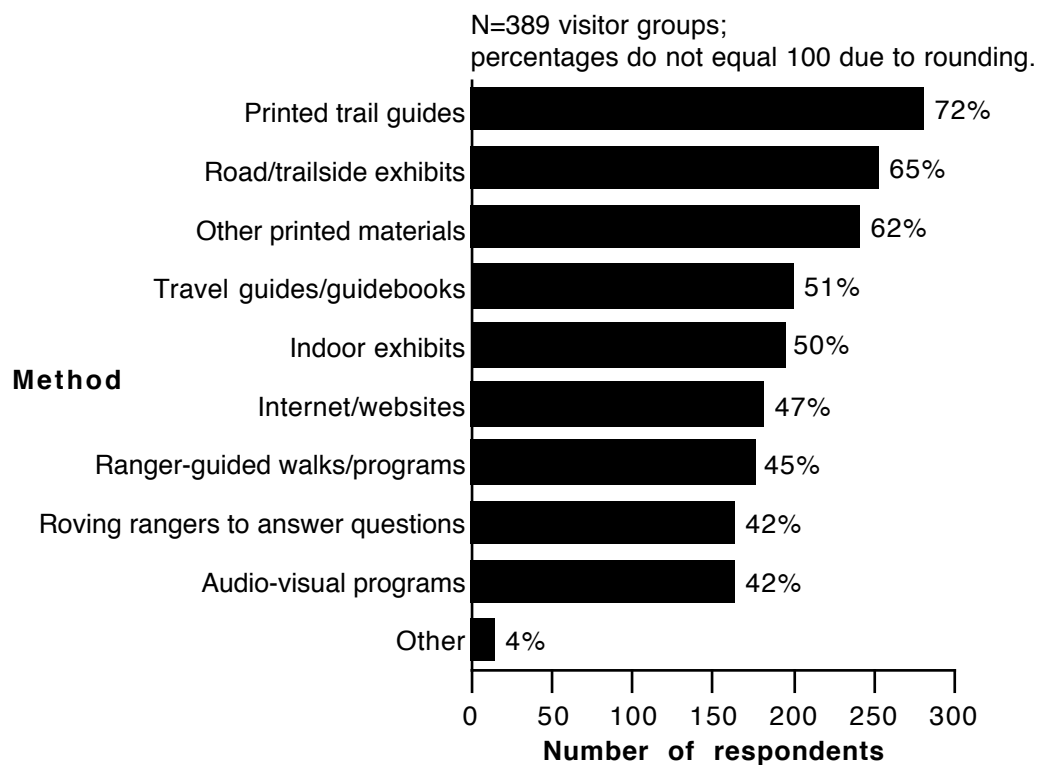


Figure 101: Visitor preferences for learning about the park on a future visit

Overall quality

Visitor groups were asked to rate the overall quality of the visitor services provided at Craters of the Moon NM & PRES during this visit. Most visitor groups (94%) rated the overall quality as “very good” or “good,” as shown in Figure 102. No visitor groups rated the overall quality as “very poor” or “poor.”

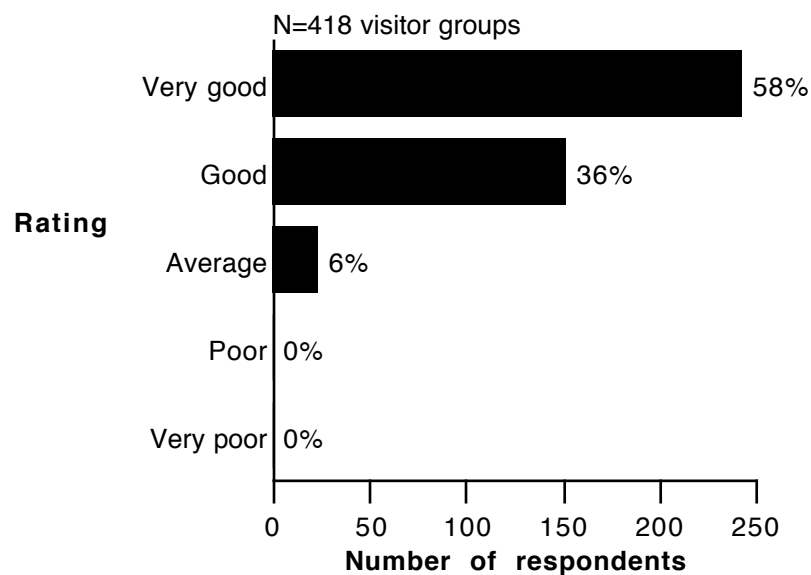


Figure 102: Overall quality of visitor services

What visitors liked most

Ninety-nine percent of visitor groups (N=374 visitor groups) provided comments about what they liked most about this visit to Craters of the Moon NM & PRES. Table 12 lists visitors' comments; complete copies of visitor responses are in the appendix.

Table 12: What visitors liked most

N=559 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers	7
Friendly staff	4
Guides excellent	2
Other comment	1
INTERPRETIVE SERVICES	
Educational	17
Information/interpretation	9
Exhibits	9
History	7
Visitor center	7
Sales items	5
Visitor center exhibits	4
FACILITIES/MAINTENANCE	
Park clean/well maintained	11
Clean restrooms	3
Other comment	1
POLICIES/MANAGEMENT	
Comment	1
RESOURCES MANAGEMENT	
Caves	76
Geology	72
Plants	19
Access	15
Lava flows/formations	13
Uncrowded	8
That park is preserved/protected	6
Wildlife	5
Other comment	1

Table 12: What visitors liked most (continued)

Comment	Number of times mentioned
GENERAL COMMENTS	
Scenery	70
Hiking	44
Unique	42
Driving tour	23
Educational	17
Beautiful	12
Quiet	7
Solitude	7
Interesting	6
Everything	5
Camping	5
Children's reaction to park	3
Peaceful	3
Unique geology	3
Photography	2
Friendly people	2
Other comments	5

What visitors liked least

Seventy-nine percent of visitor groups (N=298 visitor groups) responded to the question, "What did you like least about your visit to Craters of the Moon NM & PRES?" Their comments are listed in Table 13; complete copies of visitor responses are in the appendix.

Table 13: What visitors liked least

N=315 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
INTERPRETIVE SERVICES	
Interpretive signs should not preach	6
Lack of information, especially about trails	4
Other comments	14
FACILITIES/MAINTENANCE	
Trails closed	15
Lack of shade	14
Lack of hookups	5
Lack of showers	5
Lack of trails	5
Lack of water	5
Visitor center with no air conditioning	5
Campsites	3
Lack of picnic tables	3
Trails unsafe—need improved	4
Campsites too close together	2
Lack of picnic shelters	2
Lack of restrooms	2
Lack of shade at campsites	2
Lack of access	2
Lack of water fountains	2
Safety difficult with children	2
Other comments	23

Table 13: What visitors liked least (continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Pets not allowed on trail	4
Visitors stopping in road/not pulling over	4
Fires not allowed	3
Visitors damaging park resources	3
Campground quiet hours not enforced	2
Lack of access	2
Caves crowded	2
Other comments	6
RESOURCE MANAGEMENT	
Comments	2
GENERAL COMMENTS	
Heat	66
Nothing	29
Lack of time	25
Wind	11
Weather	6
Unprepared for visit	4
Dust	3
Not much to see	3
Desolation of park	2
Devils Orchard	2
Long hike to Tree Molds	2
Long drive	2
Traffic	2
Other comments	12

Planning for the future

Visitor groups were asked, "If you were a manager planning for the future of Craters of the Moon NM & PRES, what would you propose?" Sixty-six percent of visitor groups (N=283 visitor groups) responded to this question (see Table 14).

Complete copies of visitor responses are in the appendix.

Table 14: Planning for the future

N=436 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need more rangers	5
Other comments	2
INTERPRETIVE SERVICES	
Add more ranger-led programs	15
Advertise more	15
Provide more detailed park information	14
Add more trailside exhibits	8
Improve trail and roadside exhibits	5
Improve visitor center exhibits	4
Enlarge visitor center	4
Provide tram tour on Loop Drive	4
Provide more information on geology	3
Add astronomy programs	3
Provide audio tour	3
Improve brochures	3
Add exhibits	3
Add more roadside exhibits	3
Provide more information on plants	2
Improve interpretive trail exhibits	2
Improve ranger-led programs	2
Provide detailed maps of new areas	2
Improve park website	2
Rent flashlights	2
Provide guides for new areas	2
Improve maps	2
Continue educating visitors	2
Provide ranger programs for children	2
Tell volcanic story with Yellowstone NP	2
Exhibits should not preach/whine	2
Other comments	17

Table 14: Planning for the future (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE	
Add trails	14
Add water	13
Add hookups	8
Improve campground	8
Add more roads	8
Add snack bar	8
Add shaded picnic areas	7
Add backcountry access/trails	6
Add showers	6
No new roads	5
Add more trails	5
Add off-road/AWD routes	5
Add shaded campsites	5
Improve directional signs	5
Provide tram tour on loop drive	4
Add bike trails	4
Add campsites	4
Add roads in new areas	4
Add shade	4
Add shaded benches	4
Improve parking	4
Add trails in new areas	3
Provide access for disabled	3
Add restrooms	3
Make trails accessible for disabled	3
Provide shaded rest area	3
Improve access	3
Make trails safer	2
Add shade to interpretive signs	2
Improve access to caves	2
Add benches	2
Add fences to protect resources	2
Add fire rings	2
Add picnic tables	2
Add RV campsites	2
Add restrooms on Loop Drive	2
Maintain trails	2
Add highway signs	2
Need more trash cans or more frequent collection	2
Widen some trails	2
Improve directional signs	2
Add viewpoints	2
Provide lodging/meals in park	2
Provide kennels	2
Other comments	22

Table 14: Planning for the future (continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Add no new roads	4
Enforce regulations	4
Develop more caves	4
Well managed currently	3
Sell volcanic rock	3
Do not add campsites	2
Develop more park sites	2
Allow pets on trails	2
Continue allowing access	2
Other comments	20
RESOURCE MANAGEMENT	
Keep park as it is	16
Preserve park/protect park	13
Limit development	8
Keep park natural	7
Balance preservation and access	3
Other comments	5
GENERAL COMMENTS	
Provide guides for new areas	2

Additional comments

Forty-six percent of visitor groups (N=196 visitor groups) wrote additional comments. Their comments about Craters of the Moon NM & PRES are summarized below (see Table 15). Complete copies of visitor comments are included in the appendix.

Table 15: Additional comments

N=278 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff friendly, helpful	13
Rangers friendly, helpful	3
Need more rangers	3
Other comments	
INTERPRETIVE SERVICES	
Educational	7
Advertise more	6
Need more sales items	3
Good exhibits in visitor center	2
Need more detailed information	2
Park environmental information treats visitors like children	2
Improve trailside exhibits	2
Enjoyed self-guided walk/trailside exhibits	2
Other comments	11
FACILITIES/MAINTENANCE	
Park well maintained	5
Make visitor center larger	2
Trails well maintained	2
Add picnic areas	2
Other comments	12
POLICIES/MANAGEMENT	
Park excellent	8
Restrooms clean	2
Other comments	5

Table 15: Additional comments (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Thank you for preserving park	4
Preserve park	3
Other comments	3
GENERAL COMMENTS	
Enjoyed visit	72
Want to return	20
Interesting	15
Beautiful	10
Thank you	6
Keep up the good work	5
Will recommend to others	5
Children enjoyed park	3
Everyone friendly/helpful	3
Disappointed in others' disrespect for resources	2
Enjoyed geology	2
Park not very exciting	2
Repeat visit	2
Unique	2
Weather rainy	2
Hot	2
Other comments	21

ADDITIONAL ANALYSIS

Craters of the Moon National Monument and Preserve VSP Report 155

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

• Sources of information prior to visit	• Number of entries	• Zip code/country of residence
• Sources of information preferred for future visits	• Aware of joint administration by NPS/BLM?	• Number of visits in past 12 months
• Receive needed information?	• Preferred facilities/uses for new areas of park	• Number of visits in lifetime
• Primary reason for visit to area	• Activities	• Group member with disability?
• Overnight stay away from home?	• Use of visitor services/facilities	• Type of disability
• Number of nights in park/in area	• Importance of visitor services/facilities	• Encounter access problems?
• Type of lodging used in park/in area	• Quality of visitor services/facilities	• Opinion about crowding
• Gateway community services used	• Safety concerns during visit?	• Importance of park attributes
• Gateway community services would have used if available	• Learn about selected topics during visit?	• Preferred ways to learn about park in future
• Primary reason for visiting park	• Topics learned on this visit	• Expenditures in the park
• Route used to arrive at park	• Level of understanding improvement about topics	• Expenditures outside the park
• Trouble locating park?	• Group type	• Number of adults/children included in expenditures
• Walk/hike on park trail on this visit?	• With guided tour group?	• Likely to visit new park areas in future?
• Trails used	• With educational/school group?	• More likely to visit new park areas in future with outfitters/guides?
• Number of hours/days stayed in park	• Group size	• Overall quality of services
• Visit on more than one day if stayed outside park?	• Number of vehicles	
• Number of days entered	• Age	

Contact information on next page

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QUESTIONNAIRE

VISITOR SERVICES PROJECT PUBLICATIONS

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from Park Studies Unit website: <<http://www.psu.uidaho.edu>>. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

VISITOR SERVICES PROJECT PUBLICATIONS (continued)**1994**

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park (summer)
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (summer & fall)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park (fall)

2000

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

VISITOR SERVICES PROJECT PUBLICATIONS (continued)

2002

- 131. Everglades National Park
- 132. Dry Tortugas National Park
- 133. Pinnacles National Monument
- 134. Great Sand Dunes National Monument & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras NS, Ft. Raleigh NHS and Wright Brothers NMEM)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park
- 151. Mojave National Preserve (fall)


2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve

<p>For more information about the Visitor Services Project, please visit the Park Studies Unit website: http://www.psu.uidaho.edu</p>

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